



the **REACT** *er*

May-June, 2001

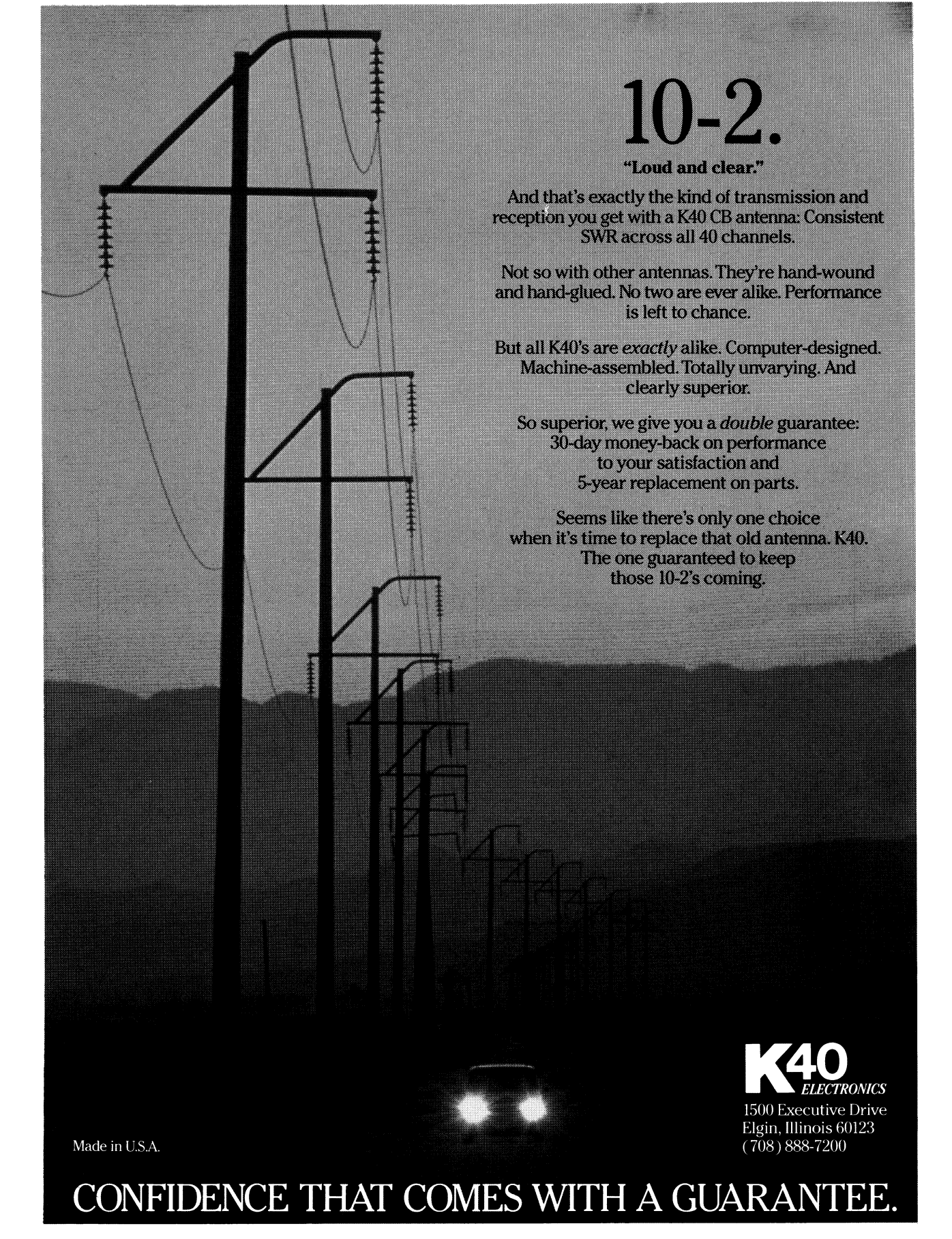


**Ecomm: Become a Certified
Emergency Communicator**

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CONVENTION UPDATE!

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10-2.

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The REACTer

Volume 35, Number 3 May-June, 2001

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On the Cover: Salibia Bay, Trinidad
(Photo: Richard Spence)

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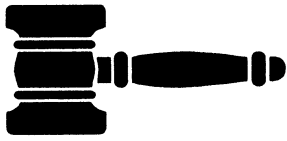
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From the President by Charles A. "Chuck" Thompson

Recruiting and retention – these are the two most important factors in the future of *REACT*.

Let's face it – *REACT* has been around for almost 40 years, and many of our individual members and Teams date from that long ago. A recent survey indicates that 80 percent of *REACT* members are over 40, and half of those (or 40%) are over 60. Only four percent are under 25.

Each year, *REACT* loses a number of long-time Teams. The latest figures I have show a net loss this year of about 40 Teams. Some of the letters from Teams that were giving it up said, "We're all too old to do much any more," or words to that effect.

Fortunately, we've gained some fine new Teams and members in the past year, but overall, we're showing a net loss of about 500 members. That's not good. And with a net loss in the number of Teams, our coverage will decrease.

The only solution, of course, for the older Teams to survive is for the older *REACT*ers to recruit new (and younger) members, and then let the new members have more and more say in how the Team operates.

Yes, the older members built the Team, financed it out

of their pockets or with their work at fundraisers, and have a lot of pride in doing things the way they are now. But the future of *REACT* is in the younger generations. We old-timers have a lot to contribute in terms of experience and know-how, but the new members are the ones who'll have to ensure that the Team is still functioning 20 or 30 years from now. Transitions are rarely problem free, but they must be made.

Personally, I've worked hard for Dallas County *REACT* during the past 25 years. I was president for 15 of those years, and I have a great deal of pride in what the Team accomplished. It was difficult, in some respects, to hand over the helm 18 months ago to a dynamic younger leader, but you know what? The Team has continued to function, we've continued to accomplish our goals and missions, our membership has increased slightly. Activities I used to think I had to be part of are getting done when I'm not there. And, I've discovered that participation can be a lot more fun now that someone else has the responsibility for making it all work.

I think that the greatest service we older members can contribute to *REACT*'s future is to bring in those younger folks as members. Get them involved in the management of the Team as quickly as possible. They may not do things the same way, but things change – perhaps their way will be an improvement. And, new younger members are the future of *REACT*.

Power in Your Palm!

For GMRS, and Conventional Land Mobile applications, check out the new PRYME MicroConnect line of radios by PREMIER Communications Corp. These units are built to last! They are very small (4.25" H x 2" W x 1.1" D) and fit comfortably in the palm of your hand! Easy operation and nice ergonomic design.

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Working with Committees

by Dick Cooper, Executive Vice-President
Director, Region 2

As Chuck Thompson stated in his letter in the March/April issue of *the REACTer*, the office of Executive Vice President will “work closely with REACT’s various committees.” This means coordination of efforts, prompting if needed, and periodic summaries of activities.

I have no desire to take over these committees. I don’t have the time or the expertise to be an expert on every phase of REACT. That is one reason we always need REACT members with different talents and abilities to work on committees.

To accomplish my goals, I have initiated communications (e-mails so far) with the committees, asking for project information. Bob Leef is assisting me by writing descriptions or outlines of purpose for each committee. In this way, members will know what is expected of their committees.

Of course this purpose isn’t “set-in-stone” and will probably change from time to time.

I would encourage all committee chairpersons to respond to my e-mails and other requests for information from me. Again, this isn’t like “big brother” watching over committees, I’m there to

help. I want all committees to succeed as much as I am sure you do.

Additional communication, information input, and coordination from chairpersons, officers, directors, and members will help each committee in their efforts. Let’s hear some suggestions from the membership. Remember: When committees do better, REACT does better.

The Ways and Means Committee is looking for a chairperson. This committee seeks financial sources for REACT. If you would like to be involved with this committee, please e-mail me at <dcooper@reactintl.org>, or call my voice mail (toll free) at 888-886-3995.

Remember, if you want to work on a committee, contact the Regional Director who is responsible for that committee, the committee chairperson, or me. Committee e-mail addresses can be found at <<http://www.reactintl.org/cmte.homepage.htm>>. For names and other information you can call the RI office. Don’t wait until a convention to volunteer for a committee. Committees work throughout the year.

GMRS ONLINE REPEATER DIRECTORY ESTABLISHED

In April a new web site was established to show GMRS repeaters across the U.S. When fully developed, the GMRS Online Repeater Directory should quickly and conveniently serve a dual need. Newly licensed GMRS users wanting to extend the range of their radios could locate owner/operators and make arrangements for use of their repeater. Also, licensees who travel out of their normal area may be able to make contact for safety or convenience.

The decision to start this directory comes after reading Internet comments about there being no other source for a large information base that is free and current. Wayne Barringer and Bob Leef of

California have established <www.G-M-R-S.org> as a public service, and are soliciting repeater owner/operators to fill out the form found at the Web site. With the known potential of hundreds of repeaters across the country, there could be a very extensive listing in a short time.

Bob owns a radio sales business and typically receives a half dozen inquiries per week from new owners of GMRS radios across the U.S. who are looking to find a repeater. This established the need that culminated in the Web site. “It’s an opportunity for the user and the owner/operator – a real two-way connection,” says Bob with a wink.

Bob and Wayne collaborated to design a form with only a few required fields of information. Optional fields such as details on tone, etc. may be omitted if the owner/operator is concerned about unauthorized use. Repeater information can be printed directly from the Web site.

Candidates' Statements

Two candidates have filed nominations for election as Regional Directors. Dick Cooper has been nominated in Region 2 and Larry Fry in Region 5. No one has been nominated in Region 8; the incumbent, Jesse Mauk, has declined to run for re-election. The following statements were provided by Dick and Larry:

Dick Cooper

Dick lives in Hamilton, New Jersey, where he has been a product manager for Manufacturers' Reserve Supply Co. for more than 11 years. He is married and has two adult children. Dick is a high school graduate with two years of college; he is 54 years old.

Dick has been a member of Hamilton-Mercer *REACT* since 1985 and was previously a member of Somerset Co. *REACT* (both in New Jersey). He has been a Team president, vice president, secretary, and treasurer, and has been president, vice-president, treasurer, and parliamentarian for the Garden State Council. He has attended more than a dozen RI conventions including the last two. Dick is a licensed GMRS and amateur radio operator.

Dick submitted the following candidate's statement:

I have been in *REACT* for over twenty years in three Teams and active in the Garden State Council of *REACT* Teams for over 15 years. I have held every office available on the Team and Council levels. I have held membership positions on several committees of *REACT* International (Finance, Resources, Computers, and Bylaws) and chairman of the Life Membership Committee for two years. I have attended fourteen *REACT* International conventions. As a current Regional Director, I am also a member of the *REACT* International Board of Directors, where I am currently chairman of the Membership Committee of the Board and Executive Vice-President.

I feel that the current regional concept creates directors who are, by definition, extremely concerned with member, Team, and Council development within their respective regions. Since my appointment as Region 2 Director in 1999, I have taken an active part in

Region 2 activities by attending Council meetings when possible and sending mailings to Affiliate Members and *REACT* inquiries in an effort to generate additional Team membership. I have also sent informational mailings to Region 2 Teams.

If elected as Region 2 Director, I will continue to work to keep *REACT* members informed of happenings within *REACT*. I feel that this lack of information has been a source of misunderstandings in the past. My *REACT* experience has been extensive and I feel that it has helped me to form a better understanding of all phases of *REACT*, therefore allowing me to be a better director. I believe that the Regional Director program will work if implemented properly but the Regional Directors must have the support of the region members to make it happen.

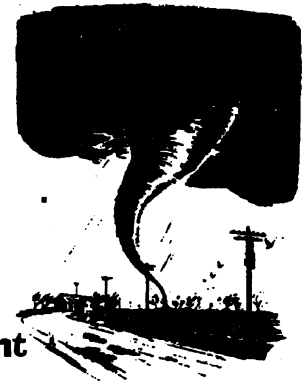
Laurence O. "Larry" Fry

Larry Fry lives in Janesville, Wis., where he is an engineer and foreman for Gibbs Manufacturing and Research. He has been married 43 years and has five grown children plus three adopted youngsters. He is a high school graduate, 62 years old.

Larry has been a member of Tri-City *REACT* for seventeen years, serving as Team president for five years. He has been active in the Wisconsin State *REACT* Council as president, vice-president, and past president, and was a member of the Convention Site Selection Committee for *REACT* International in 1989-90. He has been Regional Director for Region 5 since 1999. He also has been a Red Cross instructor since 1990. He is a licensed GMRS and amateur radio operator. He did not submit a candidate statement.

E-COMM: Become a Certified Emergency Communicator!

by Tom Currie, Chairman, Membership Development



By now I expect most *REACT*ers have heard about the new Emergency Communications training and certification program *REACT* has developed. This program is an important step for *REACT* International in many ways.

The new training course is the first tangible demonstration of the cooperative working relationship between *REACT* and the American Radio Relay League (ARRL) under a Memorandum of Understanding between the two communications organizations adopted last summer. The ham radio material in the course was developed by ARRL volunteers while the material on other radio services was developed by *REACT*ers. The organizations have cross-licensed the copyrighted material in their courses so both can use the material.

Everyone involved in the development of the course material has extensive experience in emergency and public service communications. Input was obtained from amateur radio operators, licensed GMRS operators, active Cbers, and other radio operators. The development team included volunteers who are current or former members of *REACT*, RACES, ARES, SATERN, the
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American Red Cross, Voluntary Organizations Active in Disaster, and others. This broad input has created a training program that reflects the *REACT* multi-mode, multi-service approach to emergency communications.

The purpose of both programs is to provide the public service community with trained radio operators who will have a consistent level of expertise in Emergency Communications no matter where they live. Both courses accomplish this by delivering a consistent baseline knowledge and teaching essentially the same procedures for handling emergency communications.

Added Material

The courses are not identical. Much of the *REACT* course is based on the program developed for amateur radio operators by the ARRL, but *REACT* adds material for radio operators in other radio services. Both courses teach the same procedures for emergency and public service communications.

Radio operators who complete the program from either organization will have demonstrated the knowledge and skills needed to provide effective communications support to emergency services agencies.

The ARRL program focuses entirely on amateur radio while the somewhat larger *REACT* program covers amateur radio, Citizens Band, the General Mobile Radio Service (GMRS), the popular Family Radio Service (FRS), and the brand new Multi-Use Radio Service (MURS) just created by the Federal Communications Commission in November 2000.

Intended for Everyone

The Emergency Communications program is intended for all radio operators who are interested in emergency and public service communications. Regardless of whether you are new to radio or an "Old Timer," this course will help sharpen your skills as an emergency radio operator.

If you are a *REACT* amateur radio operator, then it is certain you will be working together with operators in other radio services. The information on the different radio services will prove valuable whenever operators from different services work side by side in emergencies.

Most of the principles of emergency communications apply equally no matter which radio service you use. There is some material in the course that applies only to amateur radio, but

knowing more about the capabilities and limitations of amateur radio will help you and your REACT Team to plan for and perform your role as emergency communicators.

There are a number of advantages for REACT in having more people take the training. As more REACT members complete the training, it should raise the overall proficiency of our members and thus improve the professionalism of the organization, and that will gradually enhance our visibility in the field.

Changing Focus

Over the years the focus of much of REACT has moved from individual monitoring of CB9 for individual traveler assistance calls to more Team-level involvement in public service and organized emergency communications. When we were just individual CB monitors, people needing help called us because we were known for the skills of our members. Today we are using new skills and we need some way to enhance those skills of our members and a way to document those skills.

While we are still all about serving the public just as we always have been, today our direct customers are no longer the individuals – our customers are other organizations and public agencies. In today's world, those organizations and agencies need a way to be confident of the skills we bring to the operation.

The REACT EComm program offers both training and certification. You can study the course materials to learn more about emergency communications. Some people like to learn as much as they can, just

for their own personal satisfaction. These people may not be interested in tests, grades, certificates, and all the other details of formal training programs. Others want to go a step further to prove their skills. We have tried to accommodate the needs and preferences of all members.

Optional Testing

If all you want is more knowledge, feel free to take all or even just part of the training. No one will bother you with any tests or other requirements.

If you want to go that next step to prove your new skills, we offer two options:

We need some way to enhance the skills of our members and...to document those skills

* You can complete an optional written test. When you pass the test, we will send you a Certificate of Training showing that you successfully completed the REACT EComm Level I training program.

* Or if you are one of the people who always wants to excel at everything you do, we offer a certification option. Certification requires that you complete a written test and provide documentation of actual hands-on experience in emergency communications. If you complete these requirements, you will receive a certificate and a wallet ID card showing you are registered as a Certified Emergency Communicator

What It Costs

By now, you may be wondering how much this program is going to cost. The training program itself is free! You can download the training course manual from the REACT International Web site at no cost.

If you do not have access to download the files from the Internet, you may order the manual either on disk or on paper for the cost of materials and mailing.

If you want to take the optional test or apply for certification, there is a nominal charge for the materials and mailing. These costs are shown in the chart accompanying this article.

The primary method for this course is independent self-study: you read the manual and study the material on your own.

REACT Teams and Councils are encouraged to set up group-study sessions for their members. We ask that Teams or Councils planning to hold their own classes inform REACT prior to the training and then submit a brief report afterward to let us know what they are doing and to inform us of any problems they had or any suggestions for improving the course. Teams and Councils conducting group-study programs may choose whether to include only their own members or to allow others to attend.

Program for Everyone

Yes, that's right, the REACT Emergency Communications training and certification program is available to both members and non-members. Although designed primarily for REACT Team members, this

course is available to everyone interested in emergency communications.

The *REACT* program is especially recommended for members of any emergency communications organization that uses radios other than, or in addition to, amateur radio.

When non-*REACT*ers take the course, everyone benefits. We benefit as individual members of the community and as the *REACT* organization from everyone having better skills in emergency communications and a common understanding of shared procedures. And, of course, there is also the side benefit to *REACT* from the positive exposure and possible recruiting opportunities.

Choice of Tests

The written test for the Certificate of Training consists of thirty multiple-choice questions with a passing score of 90 per cent. This is an "open book" test with no time limit. The applicant signs a statement saying that the test was completed without assistance.

The written test for registration as a Certified Emergency Communicator consists of forty multiple-choice questions with a passing score of 95 per cent. This is a "closed book" test with a two-hour time limit, monitored by a Team or Council officer. If you take the Certificate of Training test, and later decide to apply for registration as a Certified Emergency Communicator, you will still have to take the longer written test.

People with Disabilities

For either test, applicants who are entitled to accommodation under the Americans with Disabilities Act (ADA) may attach a statement explaining the kind of assistance provided and attesting that the answers are those of the applicant. The time limit may be waived for applicants requiring assistance under the ADA, depending on the nature of the assistance required.

'Experience Statement' Needed

Certification also requires a statement signed by a Team or Council officer and an "experience statement" signed by a responsible official of a state or local emergency management agency or an emergency response organization attesting that the applicant has successfully performed communications for the agency or organization in an actual emergency or comparable simulated emergency conditions. The nature and quality of the experience is left to the professional judgement of the responsible official.

For more information about the *REACT* Emergency Communications training and certification program write to:

REACT EComm Training
7001 Ethan Allen Way
Valley Station KY 40272-1305

or e-mail:
< membership@reactintl.org >

Course Study Materials

Download PDF files from *REACT* Website..... Free
On 3.5" floppy disks (IBM format), by mail.....\$4.00
On paper, by mail.....\$14.00

Optional Test Package for Certificate of Training

Individual exam booklet and answer sheet.....\$1.00
Regular first class mail (per booklet).....\$1.00
Priority Mail (1 to 20 booklets)\$4.00
Certificate of Training.....\$2.00
Mailing, flat, regular mail (1 to 5 certificates).....\$1.00
Mailing, flat, priority mail (1 to 50 certificates).....\$4.00

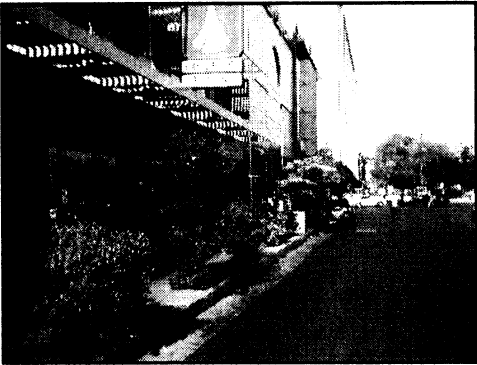
Optional Certification Application Package

Individual exam booklet, answer sheet, and application forms.....\$2.00
Mailing, regular mail (per package).....\$2.00
Priority Mail (1 to 10 packages)\$4.00
Certified Emergency Communicator package (Consists of one wall certificate, one laminated wallet card, and nine personalized *REACT* Certified Emergency Communicator business cards. Includes mailing by Priority Mail.).....\$8.00
Prices are as of March, 2001; subject to change without notice.



Convention 2001

by **Deonarine Kenny Jagdeosingh**
Convention Chairman



The *REACT* International Convention 2001 is on us. The time is now. Your registration is important. Without your participation, the success of the convention is hampered.

Exciting activities are planned for you on your visit to our beautiful twin island state of Trinidad and Tobago. The convention spans over four days starting officially on Wednesday, 25 July 2001. Exhibits will be on display throughout the convention on a daily basis. This includes items brought in by *REACT* International and affiliated Teams and the *REACT* shop. A unique feature of this convention is a meal package where savings can be effected in the purchase of local cuisine. Visitors will also get the opportunity to visit our sister isle of Tobago to see our lovely beaches, coral reefs, nylon pool and bird site.

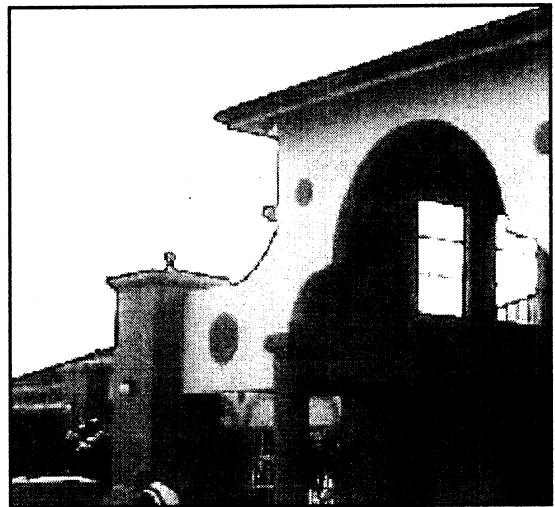
THE DAY BEFORE (Tuesday 24)

On Tuesday 24 July 2001, the welcome party starts at 7p.m. where an assortment of local drinks and eats will be supplied. At this welcome party, visitors will be extended the opportunity to savour some of our local blend of rums and culinary products including our national sandwich.

Registration of participants commences from 9.a.m. to 5.p.m at the lobby of the Le Sportel Inn, Centre of Excellence, Macoya.

At registration, participants will be provided with their registration package.

Board and/ or committee meetings will take place as decided by the *REACT* International Board on this day. The hospitality room will be open from 6.a.m. to 12 midnight. A twenty-four-hour communications room with computer access will be available.



DAY 1 (Wednesday 25)

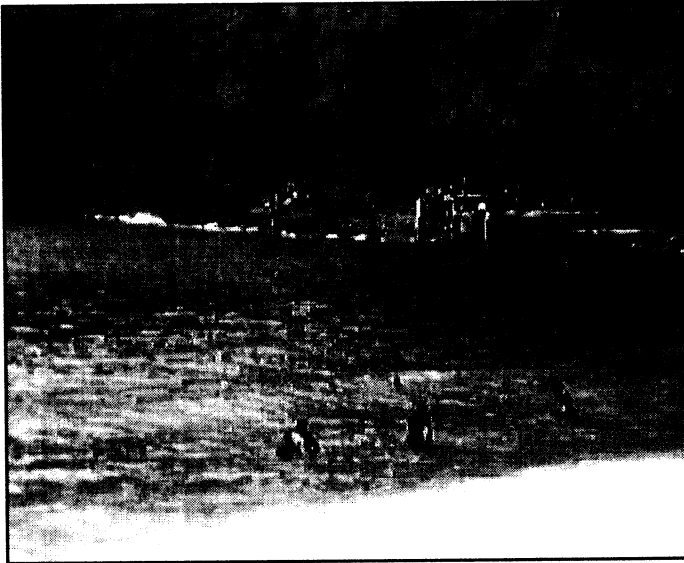
This is Convention Day where the business of *REACT* takes place. Consistent with previous conventions, the first day will include a First-timers meeting, various group meetings with the Board, the opening session, and any other committee meetings. Members should be prepared to have their convention photograph taken between 9a.m and 10a.m. (Group, Life and Amateur).

At the opening session, there will be a taste of our culture and local talents in Trinidad and Tobago. Just remember, Trinidad and Tobago is the home of the steel pan!

The REACTer

Update

DAY 2 (Thursday 26)



The day begins with an Amateur breakfast. Then there is the general session, followed by a Life Members' luncheon. Activities for non-*REACT* spouse and children will be determined by the attendance. An exciting tour could be arranged if there is sufficient interest.

A team of professional personnel, skilled in First Aid, will lecture to the attendees after lunch. Also, highly trained personnel from our National Emergency Management Agency, will be on hand to offer advice on Disaster Preparedness. This will be conducted following the First Aid session.

DAY 3 (Friday 27)

Activities continue with a presentation on Telecommunications in general with an emphasis on Trinidad and Tobago. This presentation will be done by the Department of Telecommunications. It will involve the role of *REACT* as a support arm of the nation's telecommunications network.

Following lunch, the host for the *REACT* International Convention 2002, will be presented.

After dusk, from 5p.m to 7.p.m, a true "Trini Lime," session is planned. Be sure not to miss it!

DAY 4 (Saturday 28)

On this relaxing day, an exciting field trip is carded for attendees. A tour to our capital city, Port of Spain, and a splash to one of our famous beaches, the Maracas Bay, at a minimal cost is planned. Don't forget to bring your bathing gear!

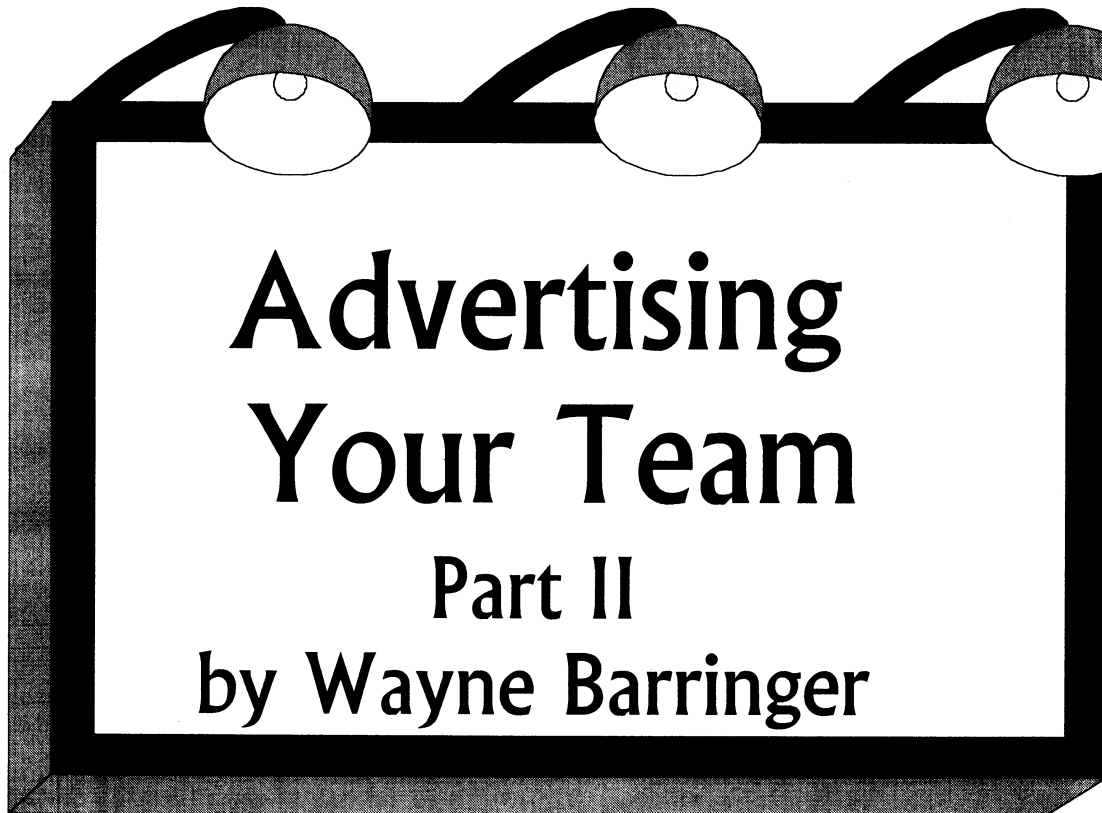
Members should be looking forward to the closing feature, our unique banquet, which includes an open cash bar, music and fete trini style.



SUNDAY 29

The opportunity to visit our tourist attraction sites on the island of Tobago should not be missed. An after convention trip can be arranged for everyone interested.

**For More Information & Registration Form, Visit the
RI Web Site: < www.reactintl.org > !**



Advertising Your Team

Part II

by Wayne Barringer

I can't recall where I first heard it, but it's as accurate now as it was then. Many Teams have realized a loss in membership despite their ongoing advertising and marketing efforts. It doesn't take a rocket scientist to figure out that doing something the same old way ends up with predictable results. ***"If you always do what you've always done ... you'll always get what you've always got."***

Part 1 provided some background information on the ideas published here. For the most part, they were "prerequisites" that I recommend before initiating any major recruitment effort. In my e-mail discussions with other REACT Teams, I've realized that many are wondering, "Why isn't someone doing something" about membership loss, and decided to stick my neck out and offer a few suggestions on the topic.

"Prerequisites??" Hey, what the we're volunteers!!! Yes, that's true. What's up with this guy on the West Coast? Does this mean we should stop recruit-

ing? No. Does it mean that our Team is wrong if we don't follow these recommendations? No. Does it mean that we're guaranteed success if we *do* follow all of these suggestions? Again, No.

But even an "average" Team should begin to notice subtle differences in how the Team acts and REACTS ... in how they transmit to others, in how they see themselves, and in how they begin to act as ongoing recruiters for their Team. Recruiting is not just a Membership Committee issue — *it's a Team responsibility!! Every member should be a recruiter.*

I described what I call some "basics" in Part I, designed to assist Team recruitment efforts. These were: Set Goals, Depend on Your Team, Stay the Course, Professional Tools, and Celebrate Membership. If you need more detailed information, please refer to your previous issue of *The REACTer* (March-April, 2001) for assistance.

There are no real secrets to advertising, marketing, or Team recruitment. It's basically very easy. Find the market, recruit the market ... increase membership!! HA!! I'm sure all of us wish it was *that* easy. But there are some things every Team should be do-

ing. Here's a suggested list of resources:

Posters

In almost every community, there's an electronic store. In many cases, this might be a great source for finding people who *may* be interested in *REACT*. **News Flash:** Electronic Stores Sell Radios!! You have one of several choices. You can have someone walk back and forth on the sidewalk sporting a large poster board advertisement about your Team, or you can design a professional-looking poster and submit it to the store manager for them to consider displaying on your Team's behalf.

The "key" word here is professional. [Duh!!] Oklahoma County *REACT* Team 2620 recently posted a message on the *REACT* newsgroup making available an image of their poster. Wow! It's really great looking. In fact, I was going to resign from Crest, drive from California to Oklahoma, and try to join just so I could meet the person who designed this great looking poster. [Fortunately for me, my wife talked me out of the idea!!]

It would be nice if more Teams made their advertising materials available. Our Team not only puts our materials on our Web site, but we will even modify our paper window banners, or PWBs, and put your Team's *REACT* number on them for you to print locally and use at events, for advertising, or whatever!!

Professional Tools

In today's environment, this is becoming increasingly important. It's getting more and more difficult to quickly create, modify, update, and distribute re-

cruitment literature using outsource resources. I know of several Teams that use professional services to create their marketing and recruitment materials, but for the most of us, our budgets tell of a different reality.

The goal here is not to outline all the tools that might be helpful, but to mention a few that really turn into "life savers" when you're looking for a major mar-

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keting campaign to recruit new members: things such as a computer with word processing for letters, meeting agendas, Minutes of a Meeting; or [better yet] desktop publishing [DTP] software for attractive brochures, banners, certificates; contact management software [a *great* addition]; label-making applications; spreadsheets for creating team rosters, team operational frequencies - just to name a few.

Internet Mail / e-Mail

Perhaps no other modern technology has had such a profound impact on how information is shared than Internet Mail, more commonly frequently referred to as e-mail. There is an amazing

amount of information being distributed by *REACT*, Councils, Teams and individual members using this modern communication medium.

Surprisingly, many Teams still have not updated their Team's contact information with an e-mail and Web site address. **Exactly what age group are you trying to recruit as new members?** As a rough gauge, use the age of 30 and below and you'll quickly find out this particular group avoids "snail mail" or "telephone trees" as the primary source of quickly getting information. This is not meant to slight members like myself, now with over a half century of breathing experience. But if you find a Junior *REACT*er that's not using e-mail, you might want to consider running as far away as you can!

Internet Web Site

If you haven't been on the Internet — **Wake up!** Every day, more and more information is being added to this incredible — mostly free — medium. If you haven't visited the RI Web site in a few years, you are in for a real surprise when you visit.

The site has been completely redone with free download files, marketing information, updated images, quicker page loading ... but, I'd better stop here because *I'm biased!!*

Teams are catching on and creating pages, adding information, using their Team site not only as a recruitment tool but also for distributing information, advertising services and communications availability, and lots more.

Many teams, including Crest, have an abundance of information available to members and other Teams for free down-

load from our Team's site. In addition to our new recruitment brochure and our quarterly newsletter, this year we'll add 2-3 more pieces and place them all on our Team's site.

Newsletter

They are a lot of work, tax your patience and create havoc to your creativity. It would be nice if another REACTer would submit an article on how to make writing a newsletter easier – I'd like that!

But this article focuses on advertising, and newsletters make great advertising tools.

Newsletters are great for advertising, especially if they have general topics of interest that focus on radios, communications, and of course, **REACT!!** When we began re-publishing our Team newsletter [after 2 years of hibernation], we immediately contacted the local Radio Shack, Ham Radio Outlet and all the other electronics and radio stores within our area of operations. Amazingly, with little resistance, the store managers were happy to provide free space to display our newsletter.

The secret: **Make Them Interesting!!**

Brochures

A lot of other volunteer organizations realized a long, long time ago they needed materials to hand out at meetings, in stores, at breakfasts, etc. While they take a while to create, they are well worth it and provide additional recruiting materials that can be used at coffee breaks, rest stops, *anywhere people breathe!*

Awards & Certificates

Our Team believes that every new member should have something to "put on their walls" the day they join our Team. We have "REACT MONITOR NETWORK" wall certificates available at every meeting, and routinely present every member with "**Welcome Aboard**" information the day they join our Team.

Certificates are great for recognizing anything ... contributions, support materials, REACTer of the Month/Year, whatever.

Recognize and appreciate your members. Don't just tell them ... **show recognition** for their efforts ... make them proud they are with you. Think of something, anything, but just do it!

But don't stop there. Recognize your supporters or sponsors with a framed wall certificate, too. After all, you might want to ask them again!

Advertisers / Supporters

In addition to Awards and Certificates, how many Teams actually invite their advertisers or supporters to a special recognition lunch or dinner, present them with an award, and take pictures

of the event? This works wonders for any Team, especially the next year when you again ask for their "ongoing" support!!!

How many Teams give Certificates of Appreciation back to event sponsors who ask us to coordinate and communicate at their events? Don't forget these great opportunities to put the pictures on your Team's Web site.

Relationships

Last, but certainly not least, are relationships. After all, we're in a people business, and it's people who make the decisions ... to join, to volunteer, to support, to ask for help. It's been said so often before, *people are REACT's most important asset.*

Support local vendors, and make sure they know you're a REACT member when you first visit the store. Remind them often, until they get to know you.

We need to advertise **who we are**, let people know **what we do**, and keep **letting the public see us in action**. With any luck, someone will stop and ask, "**What is REACT?**" Eventually, people will stop asking – because they already know!

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REACT, ARRL Sign Memo of Understanding

REACT International President Charles A. "Chuck" Thompson (at left) and Jim Haynie, president of the American Radio Relay League (ARRL), sign a Memorandum of Understanding between their two organizations, pledging mutual cooperation and assistance. The official signing took place May 16 in Dallas; the two organizations agreed to the memorandum last Summer.

(Photo: Lee W. Besing)



Silent Mics

Merle Cunningham, Jr., a member of Southwestern *REACT* (San Diego, Calif.) since 1967, died March 16, 2001. Merle was the Team's parliamentarian for 15 years.

Robert "Bob" Glover, a longtime member of Brazoria Co. (Tex.) *REACT*, died March 28. Bob also was active in the Texas State *REACT* Council, serving as Awards Chairman.

Billie Simpson, Unit 415 of Evergreen *REACT* (Snohomish Co., Wash.) died March 29. Billie had been a member since 1979.

Ruth Sanfilippo, also of Southwestern *REACT*, died March 30. Ruth had been a member since 1987, and served her Team as Assistant Treasurer, Sergeant-at-Arms, and Historian. She was responsible for arranging the Team's annual Installation Dinner for the past seven years.

David Mattox, president of Harrison Co. *REACT*, died April 8. David was a member of the Team for more than 23 years. He also was director of the Cynthiana-Harrison Co. Emergency Management Agency for ten years.

Amendment Requested for RI License

Last year, the FCC granted *REACT* International a license to operate in VHF and UHF commercial bands under the call sign WPRT970.

The RI Board of Directors has filed with the FCC a request to amend the license, allowing for more repeaters and mobile (handheld) units, to make the license more appropriate for *REACT* Teams' use. The Board will announce the license's availability, and how to get permission to use it, as soon as the FCC has acted.

REACTivities

Emergency Medical REACT (New York)

On Saturday, April 14, the Queens Half-Marathon was run in Queens, New York City, for the 23rd consecutive year. The Skaggs-Walsh 5K run was conducted at the same time.

Emergency Medical REACT provided radio communications and medical stand-by for the double event. This year's race brought record participation: 4,000 runners!

E/M/R provided liaison with the New York Police Dept. No traffic problems were reported, and our medical staff reported no patients! We did help jump-start a stalled vehicle, pulled another vehicle out of a pit, helped open a locked car, found missing car keys and located the owner, and reunited two elderly Spanish-speaking ladies, visitors to the city, with their families. All in all a busy day -- but *no patients!*

On Tuesday, May 1, members of our Team were on hand at the Latino Officers' Association Annual Scholar-

ship Dinner and Dance at New York's Crystal Palace. The LOA is a well-known organization in the New York Police Dept. and is popular with local, state, and even national political figures; the annual affair always draws a crowd of VIPs and celebrities. Members of E/M/R were on hand to provide escorts and handle traffic, and if needed to provide emergency medical service.

I didn't know that there would be an additional "duty" that evening, until the awards ceremony began and I was called to the dais to receive, on behalf of my Team, an award "for commitment and dedicated service to your Citywide Emergency Unit." It was a thrill and an honor to accept the award for all of us.

-Carlos Varona, President

Henry Co. (Ohio)

On Saturday, March 31, our Team participated with the state and local emergency management agencies and the American Red Cross in a disaster drill exercise. The drill took place in an area where a major

state highway and a major rail line intersect. The drill involved a hazardous-materials incident, something that could become all too real with all the truck and rail traffic.

Many of our members have been trained in "haz-mat" procedures, including the identification of hazardous material and what precautions should be taken.

Our Team's responsibilities for the drill included providing radio communications for the various Red Cross functions, including the Red Cross's EOC and mass care shelter; we also had radio operators at the County EOC and the Incident Command post. We used our 20-foot communications/mobile command center trailer, which contains a 5KW generator; CB, VHF, and amateur radios; and field antennas. The drill was an opportunity for some of our new members to be trained in emergency procedures alongside our more experienced members.

We currently have 30 active members -- not too bad for a small county, but there's plenty of room to grow.

-Keith Hosman, Vice-Pres.

Region, Team, & Council News

Pinellas/Pasco County (Florida)

Pinellas/Pasco County *REACT* now has a "fleet" of two rescue boats, thanks to Vice-President Tim Pendrys.

Since its founding three years ago, our Team has kept a small boat ready in Pinellas County for rescue service in the

event of flooding, often as a result of a hurricane hitting the Florida East Coast. We also are prepared to help evacuate nursing homes in the area when floods are threatening.

The new boat, bought for the Team through Tim's Marine Repair, Restoration, and Electronics shop, will provide similar service in Pasco County, and is capable of going to sea for rescues or to tow disabled boats back to safety.

We don't plan to charge for the towing service (which otherwise costs anywhere from \$400 and up), but it may result in some cash donations.

We're working on getting a second boat for Pasco County. We are installing a repeater at Tim's shop, which is near the northern county line, and may be able to expand our services in to the next county.

-Gary Thomas,
President

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Unsquelched

by **Stuart M. DeLuca, Editor**

What's a Member Worth?

An interesting question came up the other day: How much is a new member worth?

Like most *REACT* Councils, the Texas State Council is trying to find new ways to attract members, preferably at reasonable cost. One method of advertising was suggested that seemed feasible, and it would reach a potential segment of the population that we otherwise would not reach.

Unfortunately, further investigation found that the cost to use this method of advertising would run about \$2,000 for seven weeks at two locations. At least theoretically, the ad would reach nearly half a million people in that time. But how many of them would be prospective *REACT* members? How many would respond? Would the \$2,000 expense be justified?

One way to figure this would be to compare the cost to the revenue that would be expected. But how much revenue does a new member represent?

Team dues vary from nothing to perhaps \$25 a year on top of national dues. So would a new member who joined a Team that charges local dues be more valuable than someone who joined a Team that charges only national dues? That doesn't sound right!

But if you use the \$20 national dues as the basis for a cost-benefit analysis, you would need to attract at least 100 new members to recover the \$2,000 cost -- and that doesn't seem likely.

But wait a minute: Our membership survey last year showed that our average member has been in *REACT* for more than five years. If that continues to be true for new members, then a new member is worth five years' dues, or \$100. Now we only need to attract 20 new members to justify that \$2,000 expense!

Or do we? Is revenue the best way to measure the value of a new member? What about the new member's expected contribution to the Team's capabilities? What about the lives that might be saved by a new member who is properly trained in emergency communications? What about the other skills and talents that a new member might bring to the Team? Don't those things count? But if they do, how do you count them?

Or consider this: Suppose, instead of charging new members dues, you decided to pay each new member to join your Team. What would be a reasonable amount to pay them?

How much is a new member *really* worth? Interesting question, isn't it?

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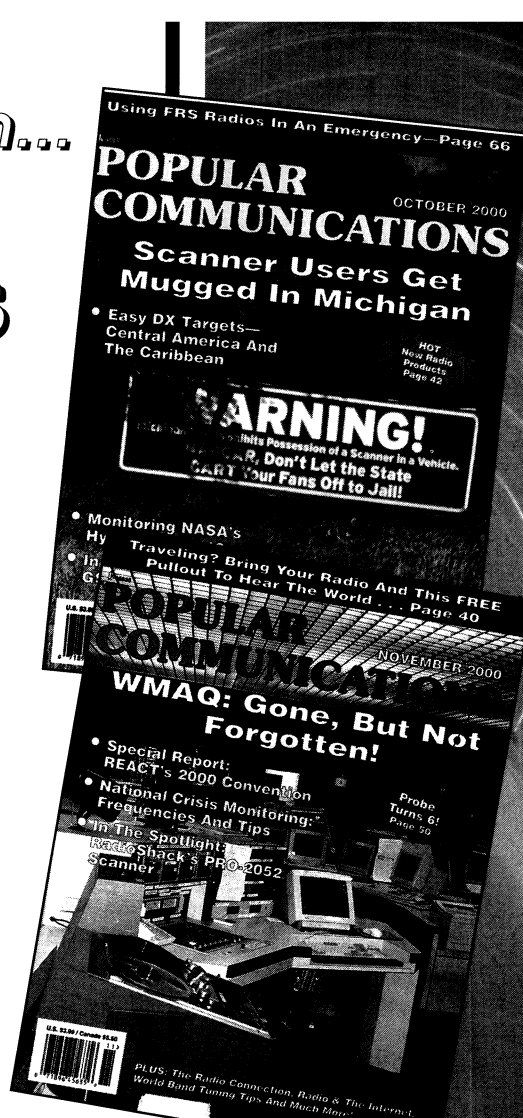
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