

MFR 03009310

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MEMORANDUM FOR THE RECORD

Event: Meeting

Type of event: Briefing

Date: Oct. 1, 2003

Special Access Issues: NA

Prepared by: Emily Walker

Team Number: 9

Location: 300 N. Lee St. Alexandria, VA

Participants - Non-Commission: Turner Madden, esq. General Council^{Sec} for International

Association of Assembly Managers (in person): On the phone: Dr. Don Hancock, Director of Education and Dexter King, Executive Director

Participants - Commission: Emily L. Walker

I was told about the International Association of Assembly Managers in a meeting with Amanda Dory of CSIS on Sept. 11, 2003 in Washington, DC. Amanda, who has been working on preparedness issues on special assignment at CSIS for a year. She said that IAAM group was a "model" emergency preparedness and training group and that it would be worth seeing what they were up to. She gave me Turner Madden's contact details and I set up a meeting to be briefing on what the group has been doing in the emergency preparedness areas in order to see how they might be an example for the Commission's recommendations and/or fit into our hearing on Nov. 19, 2003.

The two key elements of IAAM that are of note include 1) their Emergency Preparedness Manual (attached) and 2) their planned training seminar at Salt Lake City next year with the SS, FBI and others. The IAAM is a global organization comprised of managers of facilities throughout the globe (arenas, concert halls, stadiums, fields etc). In addition, allied members are companies who provide a product or service at the facilities including the owners of the teams who play in the facilities.

IAAM has, according to Mr. Madden, always been in the security business of protecting its facilities and people. After 9-11, however, they were "surprised" by the attack and recognized

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that they needed to do much more to protect their facilities. In a pro-active manner, casting aside the potential issues for litigation, the IAAM pulled together all venue types, looked at the risk assessments and threat levels and introduced an Emergency Preparedness Toolkit which they distributed to all members and conducted training sessions live on video conferencing. This book was reviewed by FBI, Secret Service, FEMA, local first responders etc and the training was done through role playing, videotapes, and other mechanisms. This manual was hailed by DHS as being a true model and is being used as a model for other industries and trade associations to copy.

In addition, with the support of DHS and others, the IAAM is setting up a training program on site where the Olympics were held at Salt Lake City to be conducted next spring. The point of the exercise would be to bring facility managers from around the world to have classroom and on-site learning. This is the first training of its kind.

The IAAM is willing to support a piece of a video to be sponsored by the New York Safety Council to be used in our hearing if we are interested. They will provide "b-roll" and invited us to attend their Life Safety Council meeting on Sunday Nov. 16 in Baltimore, Md. They also told me about a video series the major leagues are producing on general awareness and training for terrorism. They will be filming some of this video during the upcoming World Series playoffs. They offered to ask the World Series to offer video editing space in NY.

(UNCLASSIFIED)