



San Diego Wildfires



When the wildfires hit Southern California in late October, leaving more than half a million people displaced, the American Red Cross, Santa Barbara County Chapter immediately answered the call for help and sent volunteers, staff, an Emergency Response Vehicle (ERV) and financial support.

Our Chapter's Director of Emergency Services, Louise Kolbert, was asked by American Red Cross National Headquarters to head up the entire Disaster Relief Operation in San Diego as the Operations Management Director. Our Chapter's CEO, Janet

Wildfires ravaged Southern California in late October and the American Red Cross, Santa Barbara County Chapter aided in the relief effort by sending 22 local trained Disaster Volunteers and staff, an Emergency Response Vehicle and over \$93,000 in support.

Stanley, was deployed as a Public Information Officer, communicating Red Cross messages to the media. Additionally, Michele Rod, our new Emergency Services Specialist in Santa Barbara, served as Louise Kolbert's assistant, which is not an easy task, especially for a recent arrival to the Emergency Services Department!

In total, our Chapter sent 22 amazing Disaster Volunteers who served in a variety of functions, including Client Services, Disaster Assessment, Financial Statistical Reporting and Material Support Services.

In addition, our Chapter, with the help of KEYT-TV, held a "Donation Drive-Thru" at our Chapter on October 24th. People were encouraged to "drive thru" and donate money to help with the Wildfire Relief Effort. Senior Reporter John Palminteri reported live from our Chapter headquarters in Santa Barbara several times throughout their 6 p.m. newscast. In Santa Maria, KCOY-TV, KSBY-TV and AM 1440 KINF (Knight Broadcasting) reported live from our Chapter offices on Skyway Drive as the donations came in from North County residents.

These "Donation Drive-Thrus" generated an amazing \$23,485! In total, we raised over \$93,000 to help those affected by the wildfires in Southern California. A heartfelt and deeply appreciative thank you goes out to all those volunteers, community members and staff who gave of their own time and money to help those devastated by these wildfires.



Our Chapter's Director of Emergency Services, Louise Kolbert, headed up the entire Red Cross Disaster Relief Operation in San Diego County as the Operations Management Director.

Message from the Board Chair



Rich Christensen
Board Chair

Lessons from the San Diego wildfires

It is amazing how much can happen in such a short time. The last time I wrote this column, we had just started to recover from the Zaca Fire. Less than a month later, we sent 22 Disaster Volunteers to help those affected by the fires in Southern California. We held concurrent “Donation Drive-Thrus” with KEYT, KCOY and KSBY to send financial support to victims of the fires and our very own Director of Emergency Services, Louise Kolbert, headed up the entire Red Cross Relief Operation in San Diego.

First of all, I’d like to recognize all the volunteers who gave of their time and energy to help our fellow Californians down south. I would also like to say thank you to those volunteers who stayed here and kept our local Chapter offices running smoothly. I would like to thank KEYT, KCOY, KSBY and AM 1440 for their support in getting much needed funds to help those affected by the fires. Finally, I want to say a big, heartfelt thank you to all of those in the Santa Barbara County community who gave generous financial assistance to the Red Cross wildfire relief effort. We are so grateful for your strong support!

Louise Kolbert has commented that the American Red Cross did such a great job during the San Diego wildfires because the local San Diego Chapter was well prepared. She said that her goal is to have our Chapter just as prepared so that when (not if!) disaster strikes Santa Barbara County, we are ready to respond in the best way possible.

I would like to join Louise in this goal. When the Zaca Fire struck, we were prepared for any and all outcomes. Why? Because we have fantastic volunteers who have already taken disaster training classes and are fully prepared to respond to disasters of all types. To meet this goal, I want to encourage you, if you have not done so already, to take a Red Cross disaster training class and once you’re fully trained, to sign up to be part of a DAT team (Disaster Action Team). These DAT teams help our Chapter by being on the scene at every house or apartment fire to offer Red Cross services to those affected by the disaster.

If you’re short on time but can spare a few dollars, consider making a financial donation to our Chapter’s emergency response efforts. These gifts enable us to provide shelter, food, clothing, counseling and other assistance to victims of house and apartment fires and other life-threatening emergencies in Santa Barbara County.

Your involvement will help make our Chapter and thus, our County, as prepared as possible when disaster strikes.

Richard C. “Rich” Christensen
Board Chair
American Red Cross
Santa Barbara County Chapter



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Mission of the American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its *Congressional Charter* and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.

Message from the CEO



Janet L. Stanley, M.A.
CEO

Dear Friends,

I love the name “Capacity Building Campaign” as it relates to our new American Red Cross, Santa Barbara County Chapter building in Santa Maria. To me, it tells our generous and dedicated friends and supporters, as well as the community, exactly what our goal is: To increase capacity of the Red Cross to serve the residents of northern Santa Barbara County!

To me, capacity is much more than space. Capacity allows for the expansion of our programs and services, the increased number of supplies, the growth of our network of volunteers and supporters, the tools for which we can train, and the materials that create the infrastructure for disaster response. It also (and this is perhaps most important) creates the capacity for more life-saving programs and services from South to North – not a relocation but an expansion!

On September 28th, we celebrated the groundbreaking for our new Preparedness and Response Center in Santa Maria. What a glorious night it was – with our volunteers and staff sharing our important work with more than 125 friends, supporters, local leadership, and the media.

A symbolic highlight of the evening for me occurred when supporters Jim and Jeannie Dodson were each given a sledge hammer, a hardhat and goggles and invited to take a swing at one of the interior walls. They were quickly followed by others who wanted to take a whack at the wall, showing their personal commitment to the great things to come.

On October 1, the demolition crew moved in and the buildout began in earnest. For the next few months until construction is complete, our Santa Maria staff will be working out of rented offices across the street at 3070 Skyway Drive.

So congratulations and a big “thank you” to all of you whose work and vision have led us this far. We have come a long way to where we are today. And in just a few more months, we can begin to experience a phenomenal increase in the capacity of our Chapter to serve the residents of northern Santa Barbara County!

Janet L. Stanley, M.A.
CEO
American Red Cross
Santa Barbara County Chapter



Four Stars for the Red Cross!

For the sixth consecutive year, the American Red Cross has received a 4-star rating from Charity Navigator, America’s largest independent evaluator of charities. Receiving four out of a possible four stars indicates that the Red Cross excels in successfully managing the finances of the organization in an efficient and effective manner. The American Red Cross was also named the Best Multi-purpose Human Service Organization in Charity Navigator’s “Holiday Giving Guide 2007.” Go to www.charitynavigator.org for more information.

Youth Are Rocking the American Red Cross, Santa Barbara County Chapter!

Youth have always played an important role in the American Red Cross and our Chapter is no exception! We now have an awesome new Youth newsletter, *The Rocking Red Cross*, created by and for our young volunteers! This newsletter will cover topics of interest to local high school and college students – those currently active as volunteers as well as those looking to get involved.

Carla Amurao, a junior at UCSB, is at the helm of this exciting new project and she is seeking other Red Cross youth volunteers who’d like to help! Right now, she is looking for journalists, assignment editors, photographers and copy editors, so if you are a Red Cross youth volunteer and you want to assist, e-mail Carla at camurao@sbredcross.org or contact Lauren Ward in the Santa Barbara Office of Volunteers and Youth at lward@sbredcross.org.

To check out *The Rocking Red Cross*, go to the Red Cross home page at www.sbredcross.org and click on The Rocking Red Cross.

You can make a difference in the future – leave a lasting legacy by including your American Red Cross Chapter in your Estate Plan. Please indicate the American Red Cross, Santa Barbara County Chapter as the recipient in your will or trust. For more information, please contact Stephanie Boumediene, Gift Planning Officer, toll-free at (866) 995-0989 or via e-mail at boumedienes@usa.redcross.org.

New Board Member

Kathryn McKee



Kathryn McKee, SPHR, is President and Principal Consultant of Human Resources Consortia. Prior to forming her own firm, she was Senior Vice President and Regional Human Resources Director

for Standard Chartered Bank, Senior Vice President for Human Resources for First Interstate Bank Limited, and Senior Vice President for Compensation and Benefits at First Interstate Bancorp.

Kathryn currently serves as a Trustee of the UCSB Foundation; and is a Director on the Boards of Old Spanish Days, Santa Barbara Human Resources Association and the UCSB Osher Lifelong Learning Institute. She is a member of the Rotary Club of Santa Barbara and is listed in "Who's Who in America." Kathryn is a graduate of UC Santa Barbara where she received the Senior Honor Key and Outstanding Senior Woman Awards; she also completed the Anderson School of Management Executive Program.

Kathryn is co-author of "Leading People Through Disasters" which is based in part on her personal experiences with three earthquakes, a building fire and the Rodney King Riots.

Great News!

We are proud to announce that we recently secured a gift of \$250,000 from the Weingart Foundation for our new Preparedness and Response Center in Santa Maria. This puts our Red Cross Capacity Building Campaign over one million dollars!! The gift is contingent upon completion of the campaign and raising the full \$1.5 million goal – so we will be hard at work to make sure that happens in the coming months!

We would like to thank the Weingart Foundation for this generous donation. We would also like to thank Marty Mariscal's Community Gifts Committee and Tami Rabska's Major Gifts Committee and all of our other Campaign Volunteers who are helping to turn our dream of an American Red Cross Preparedness and Response Center in Santa Maria into a reality!

New Staff

Kristiana Kocis, Major Gifts Officer



Kristiana Kocis is the newest member of our Public Support Department, serving as the Major Gifts Officer. She received her Bachelor's degree in Medieval Studies with a minor in History from UC Santa Barbara, graduating with distinction. After graduation, she worked with UCSB's Annual Fund, helping to boost their direct mail campaigns before managing the Science

and Engineering fundraising office on campus. While at UCSB, Kristiana volunteered her time helping to coordinate an Advanced Placement History Workshop at San Marcos High School.

Mayra Garcia, Staff Receptionist/Safety & Preparedness Clerk in Santa Barbara



Mayra is a Santa Barbara native. She graduated from Santa Barbara High School and is currently attending Santa Barbara City College where she is majoring in Business/Economics with a minor in Communications. She hopes to transfer to UCSB and one day get a Master's in Business. Mayra has volunteered with the YMCA and Unity Shoppe.

David Patterson, Director of Finance



David attended the University of Nebraska where he received a Bachelor of Arts in English Literature. After graduating, he attended Law School for two years but decided to pursue a career in Accounting. After taking courses at California State University, Los Angeles, David moved with his family to Santa Barbara in 1986. He was a staff accountant for a number of local businesses before working as a controller for other Santa Barbara companies, including Hunter Resources and, most recently, Technomics.

Louise Kolbert

During the San Diego wildfires, our Chapter's Director of Emergency Services, Louise Kolbert, was chosen by American Red Cross National Headquarters to head up the entire Red Cross Relief Operation as Operations Management Director because of her vast experience and expertise in Disaster Relief. As always, Louise immediately rose to the challenge and headed down to San Diego.

In this role, Louise oversaw 43 different Red Cross Disaster Relief Operation Activities including Mass Care, (feeding, sheltering and distribution of bulk supplies) and Client Services (Mental Health, Client Casework). She was responsible for ensuring that the Red Cross was providing services in accordance with national policies and procedures and that the Red Cross was partnering with government and other organizations to meet the needs of those affected by the wildfires.

According to Louise, "It was an amazing experience. The American National Red Cross responded so well to the wildfires because the local San Diego Chapter was well prepared. They had leadership personnel who continued to work on the disaster response, and at every critical meeting, representatives were available to speak for the local community." Louise continues, "My goal for our Chapter is for

us to be able to do the same. We hope that people in Santa Barbara County will step forward before a disaster strikes and be trained to respond so that the needs of Santa Barbara County are voiced and met."



Louise is a 30-year employee of the American Red Cross. She started as a volunteer with the Fresno/Madera Counties Chapter in 1977. From there, her Red Cross career brought her to Santa Barbara County in 1990 where she served as our Chapter's Director of Emergency Services. She then worked in Los Angeles with the State Lead Chapter in Disaster Services and then at National Headquarters as a Readiness Associate. In 2004, Louise took a different position with National Red Cross Headquarters: National Disaster Relief Operations Director. In this new role, she was responsible for running major

American Red Cross disaster relief operations. Louise returned to our Chapter last October to her old position as our Director of Emergency Services.

During her Red Cross career, Louise has worked on every major disaster in the United States of the last 20 years, including September 11, 2001, Hurricane Katrina, Hurricane Rita and now, the San Diego wildfires. Locally, she served as Director of Relief Operations for the Painted Cave Fire in 1990 and for the Zaca Fire in 2007.

Mission Moment

The American Red Cross, Santa Barbara County Chapter is saving lives, even in the unlikeliest of places. This past summer, Brooke Gill, a Santa Barbara resident, had to renew her CPR certification for one of her jobs, the Waldorf Kids' Club. She dragged her feet about it a bit, but eventually she obtained her CPR Red Cross recertification at the end of June. Little did she know that a month later her CPR skills would be put to the test.

Brooke also works as a waitress at The Beachside Restaurant in Goleta. At the end of July, she was working in the restaurant's lounge when she heard a bartender say that a customer had fainted. Brooke decided to check out the situation and as she walked into the room, she felt absolutely frozen in time. She saw a woman, unconscious in her chair and a crowd of people standing around her, unable to do anything.

Brooke immediately took action. She assessed the situa-

tion by asking if the woman was breathing and with some assistance, she laid the woman down on the floor. The

continued on page 7



Red Cross CPR trained lifesaver Brooke Gill with husband Donald Gill

Be a Part of History ...

On Monday March 17, 2008 the American Red Cross, Santa Barbara County Chapter will host “Red Cross Threads of History: a Santa Barbara County Chapter Retrospective” in the Covarrubias Adobe on the beautiful grounds of the Santa Barbara Historical Museum. This event will celebrate the American Red Cross, Santa Barbara County Chapter’s presence in the county through exhibits of vintage Red Cross clothing, photos, pins, and posters. **Do you have a Red Cross memento you would like to see on display that day?** If you do, please contact Mayra Garcia at the Santa Barbara Chapter at 687-1331, extension 101. We would welcome your involvement. Any memento you would like to have exhibited will be returned to you after the event.



You can also help make history happen at this event. As you already know, the Red Cross exists because of you and your neighbors. Each of you are a vital thread that contributes to the fabric of the American Red Cross and its history. **Do you have a Red Cross story?** Whether through a war experience, disaster encounter or a life-saving incident, we hope you will share your Red Cross memories. These stories will be recorded before and during the exhibit. You’ll receive a complimentary copy. Working with the gracious support of the Santa Barbara Historical Museum, these recordings will be archived as a part of the Museum collection. Please contact Stephanie Boumediene, Gift Planning Officer, toll-free at (866) 995-0989 if you have a story to share. We will do the rest.

Since 1892, your American Red Cross has been an important presence in Santa Barbara County. In those 116 years, we have had the honor of supporting the people who make this community so special – from Santa Maria to Carpinteria. Whether through responding to house fires, local disasters, the Armed Forces Emergency Services or CPR training, your American Red Cross has always been and will remain ready to serve the people of our extraordinary county.

You are an important part of the American Red Cross fabric of history – we would like to share these historical threads that bind our community together. Help us weave together our American Red Cross history in this county and beyond.

Santa Barbara Airport Drill

On October 30th, the American Red Cross, Santa Barbara County Chapter participated in a full-scale disaster exercise at the Santa Barbara Airport. The purpose was for local emergency organizations to gain practice for a mutual aid response in the event of a major aircraft disaster. Federal law requires that Santa Barbara Airport test its emergency plan via simulated incident every three years.

An MTD bus simulated a regional plane that exploded while taking off with 50 passengers and four crew members aboard. Several Chapter Volunteers and staff acted as plane crash survivors and their concerned relatives while others provided Disaster Mental Health Services to those affected by the “crash.”

The drill was considered a success and gave all participating emergency organizations the opportunity to test their disaster response skills.

Corporate and Faith Community Support Disaster Preparedness in Santa Barbara County

Our Chapter recently received generous support from The Church of Jesus Christ of Latter-day Saints in Santa Maria and Wal-Mart stores in Santa Maria, Lompoc, Paso Robles and Arroyo Grande. The Church of Jesus Christ of Latter-day Saints donated 500 comfort kits and 1,000 blankets to our Chapter. In response to the Zaca Fire, the four Wal-Mart stores joined forces and donated a total of \$4,000.

We would like to thank Wal-Mart and The Church of Jesus Christ of Latter-day Saints for their generous contributions to our Chapter and for committing to disaster preparedness and response in Santa Barbara County.

Save the Date!

We are pleased to announce “Gala in the Gardens,” an exciting event that will benefit our Chapter! The gathering will take place on Saturday, May 3rd from 3:00 to 5:30 p.m. at Seaside Gardens, 3700 Via Real in Carpinteria. Stroll through Gardens of the World as you enjoy food, wine and entertainment from the Mediterranean, Australia, South America, Asia, and California.

For more information and to purchase tickets, please call Kristiana Kocis at 687-1331, ext. 132.

The Goleta Partnership for Preparedness

In September, 2007, the American Red Cross, Santa Barbara County Chapter, the Goleta Valley Chamber of Commerce and the City of Goleta formed “The Goleta Partnership for Preparedness,” an innovative alliance that addresses the disaster preparedness needs of the Goleta Valley. This Partnership brings together public and private leadership, resources and initiative to disaster and emergency preparedness.

The Partnership launched its first project in October with a series of fundraising events to purchase two fully stocked Red Cross Emergency Preparedness Shelter Trailers. These trailers will be strategically placed in two Goleta locations. Other initiatives will include workplace safety and business and community preparedness outreach.

To raise local awareness, the Goleta Partnership also set up a booth at the Goleta Lemon Festival in September. Red Cross staff ran the booth, giving out important preparedness information to the festival attendees and educating them on the purpose of the Partnership.

If you would like to support the Goleta Partnership for Preparedness, please contact Peter Wright, Director of Public Support at 687-1331, ext. 112 or go to www.sbredcross.org and click on Goleta Partnership for Preparedness.



Janet Stanley, our Chapter CEO, Craig Fry of FLIR, Kristen Amyx, CEO of the Goleta Valley Chamber of Commerce, and Jean Blois, Mayor of Goleta, spoke at a press conference in October to kick off the Goleta Partnership for Preparedness.

Volunteer of the Month!

Because our Chapter has such outstanding volunteers and because we appreciate them so much, we have recently begun honoring them in a special “Volunteer of the Month” recognition. Each month, we select one volunteer from both North County and South County who has made a fantastic contribution to our Chapter. Each receives a Red Cross gift and is recognized at their Chapter office and on our website. For a list of present and past “Volunteers of the Month,” go to www.sbredcross.org and click on “Volunteers of the Month.”

Thank you to all our Volunteers for your hard work, dedication and true Red Cross spirit!

Mission Moment continued from page 5

woman’s heart had stopped beating so Brooke began doing chest compressions. As she did this, she heard a man softly crying. It was the woman’s frightened husband.

Suddenly, Brooke heard a gurgling in the woman’s throat and someone around her said, “She’s breathing!” Brooke continued doing chest compressions until the paramedics arrived.

The next day, Brooke called the hospital to ask how the woman was doing. Instead of speaking to a nurse, the woman who had fainted in the restaurant got on the phone and thanked Brooke for saving her life. She introduced

herself as Geraldine, and then her husband, William, got on the phone as well. To this day, Brooke and Geraldine and William send cards back and forth.

Brooke says that since saving Geraldine’s life, many people have told her that they have gotten certified or recertified in CPR. She also speaks highly of her CPR teacher from our local Chapter. According to Brooke, “You just don’t realize how important CPR is until you’re right there, in a life or death situation, with the power to save someone’s life in your hands. Now, I will always be excited and eager to get my CPR recertification!”

Volunteers: We Need Your Feedback

The American Red Cross, Santa Barbara County Chapter is interested in learning about your experience volunteering with us. We invite you to go to the following website: www.redcross.org/surveys/capss/volunteer to participate in an evaluation of your experience. Your feedback is appreciated as it will help us improve the quality of our volunteer experience.

Please enter the appropriate survey code: 05376CA (Carpinteria); 05376SB (Santa Barbara); 05376SY (Santa Ynez); 05376LO (Lompoc); 05376SM (Santa Maria/Orcutt); 05376GU (Guadalupe); 05376GO (Goleta); 05376VA (VAFB); 05376NC (New Cuyama); 05376NO (Other North County); 05376SO (Other South County).

Our Newsletter

The **Reporter** is published three times a year by the Public Support Department of the American Red Cross, Santa Barbara County Chapter.

**Please visit our chapter's improved website at its new location: www.sbredcross.org.
Email us at chapter@sbredcross.org.**



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American Red Cross

1-866-7-RED-CROss (1-866-773-3276)

American Red Cross Service Centers

Chapter Headquarters

2707 State Street, Santa Barbara, CA 93105-3567
(805) 687-1331 Fax: 682-4655

District Office

3030 Skyway Drive, Santa Maria, CA 93455
(805) 928-0778 Fax: 928-0801

Service Center

Lompoc Parks & Recreation Department
125 W. Walnut Avenue, Lompoc, CA 93436
(805) 736-5110

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