

ASRC 2018 Retreat Closing Thoughts

—Keith Conover, ASRC Chair

- ❖ **A year into** the Conover administration, where are we?
- ❖ I've been concentrating on **infrastructure**.
 - Sorta boring, like doing the **dishes and the laundry**, but like them necessary.
 - For example, **Admin Manual** (*very* exciting). This is not only a set of **rules** but also should be a **guide for those new** to administrative positions. Continuity in case someone drops dead or moves away.
 - Speaking of which, we will have **elections for Chair and Vice-Chair** after the next ASRC General Membership Meeting. And I should point out one of my goals is go back to work on the **Appalachian Search and Rescue textbook** and doing **medical stuff** for the ASRC. Just sayin'.
 - Given the, what I will **euphemistically call the unpleasantness of a year or so back**, an important part of this is revising our **disciplinary policy**, which is being presented to the **BOD tomorrow** as a **consensus recommendation** from a select working group, consisting of:
 - **Kathy Lamb of NW**
 - **Janna Baker of AMRG**

- Matt Benson of AMRG
 - Lee Fuell of MARG and
 - my sister Carla, who is a practicing lawyer but is emphatically not giving legal advice, just sisterly advice
 - me of BRMRG, SMRG and then AMRG
- ❖ Another emphasis of the first year of the Conover administration (I should reassure you that I do *not* have a Twitter account) has been **branding**.
- Michael talked about why branding is important
 - I think it's important for us, as the organization **deserves respect for the many great search and rescue minds who contribute selflessly and expertly to its mission**.
 - The ASRC has always been a leader, whether in **rescue** (for example, we introduced **caving racks** to the mountain rescue community as a lowering' device, or now with research on **rescue anchors**) or in search management (as witness **Bob Koester's work on lost person behavior** and his and **Ken Chiacchia and others' work on sweep width**) or **Patty Lindsay and Don Ferguson's work on computer-aided search management**.

- And it's our job to **share this expertise**, both internally and with other organizations.
- We need to do this in a **high-quality manner**, so that our name continues to be **trusted**, as it has been for the **past 40+ years**. **The ASRC logo should be a symbol of trusted advice.**
- ❖ One thing I inherited from the previous **Hansen administration** is a zeal for **"deliverables."** Well, I'm going to deliver some to you in just a minute.
 - One means for that is our plans for a **YouTube channel** of SAR educational videos. Another is our print/online publications. With our **Branding Guide** we have professional-looking formats (which of course will be tweaked as we go along), and I now want to share with you some drafts of such publications. We are planning a series of one-sheet, two-page branded handouts (**called "one-pagers" as "one-sheeters" is just a nonstarter**), or more professional when they will be listed on the website, **"Job Aids."**
 - These will all have the **same look and feel**, at least to a degree: the **same layout**, the **same two official typefaces**,

and the **same grid of 14-point text on 18-point leading.**

- They will contain a small chunk of useful information. But only as much as can fit onto one sheet of paper, in a fairly large type face than can be read outdoors in poor lighting. While they can be used in **training sessions**, they can also be used as **just-in-time training at a search base**. If we can't fit it onto a one-pager, we'll find some other way to communicate the information. But we can do a lot with the one-pager format!
- Here's a **text-only one on hydration**.
- Here's a **text-and-table on the phonetic alphabet**.
- Here's a **more playful, comic-book style one, though still adhering to the same format I mentioned, about hypothermia**.
- I'm sure there are typos, or ways to communicate the important ideas more clearly, or things we left out. And for one thing, we had originally agreed to call these Job Aids, but now I want to **get rid of the words "Job Aid" in the titles**. If you can't tell it's a job aid from looking at it, putting the words in the title doesn't help. Comments welcomed.

- And so now, having delivered at least some *draft* deliverables, let me leave you with this thought. When I first took the long-gone and greatly-lamented Red Cross Advanced First Aid course, my instructor, a very smart person, gave us a guideline for emergency situations: **“Don’t just do something, stand there.”** The implication being that if you step back, **assess the situation** and **call for the right kind of help**, or **look for hazards and protect from them**: basically, **managing instead of doing**, you will **probably save more lives**. And I’m probably **preaching to the crowd** here, but sometimes doing things like **research, teaching**, working on **Admin Manuals**, working on **training standards** or a **credentialing process**, sometimes that **will, in the long term, save more lives**. **Keep up the good work.**