

From: Tuttle, Ilene [BOARD] [ituttle@iastate.edu] Sent: Tue 8/21/2007 8:34 AM
To: Campbell, Bonnie J.; Connolly, Jenny; Downer, Robert; Evans, Jack B.; Gartner, Michael; Harkin, Ruth; Lang, Craig A.; Miles, David W.; Vasquez, Rose
Cc:
Subject: Firestorm Solutions letter
Attachments: Firestorm Solutions.doc.pdf (83 KB)

On behalf of Gary Steinke:

The attached communication was received by Bob Downer. Regent Downer wanted this information shared with all Regents.

<<Firestorm Solutions.doc.pdf>>

Ilene Tuttle
Executive Assistant
Board of Regents, State of Iowa
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FIRESTORM™
PREDICT. PLAN. PERFORM.

July 25, 2007

Mr. Robert Downer
2029 Rochester Court
Iowa City, IA 52245

Dear Mr. Downer,

Within days of the Virginia Tech mass shooting, President Steger called on Firestorm Solutions. We had a Crisis Management Team on campus within 24 hours, providing critical strategic support and tactical assistance to the administration. From consistent messaging and media training, to acting as a liaison for media response, Firestorm supported Virginia Tech in managing the overwhelming scrutiny.

This situation is not typical for any university, nor was it our usual entry point. Firestorm provides critical decision support and planning to universities and corporations based on a PREDICT. PLAN. PERFORM. Model.

I read with interest the article by Pat Curtis describing the deliberations in Iowa over arming campus police.

Firestorm's position is not whether to arm campus police, but to concentrate on the overall people, plan and procedures for security on your campuses. There is no one panacea for security. A well-executed vulnerability and threat analysis along with a custom designed plan and extensive training exercises are necessary to optimize the outcomes in adverse situations. This approach would suggest that either decision -- to arm or not to arm -- is a good one as long as the proper planning and education supports that decision.

The decision to arm campus police is one small decision in the overall process. Once that decision has been made, the vulnerabilities and exposures created by that decision must be predicted, and a plan must be developed for how those exposures will be mitigated. It should all be part of the safety and security measures put in place to protect students, faculty and employees of your universities.

Don Huggins, Firestorm's Chief Security Officer, is a former secret service agent who has focused considerable time on the issues of school safety. Another member of Firestorm's Expert Council is former Surgeon General C. Everett Koop, who has pointed out the link between bullying and the type of incident at Virginia Tech. Another Expert Council member, based upon her Columbine High experience, has developed a process to evaluate and measure post-traumatic shock.

Please consider my offer of a no-fee conference call with our crisis management experts and bring to the table any issues and concerns that your board is facing. I have also included a Non-Disclosure Agreement if you feel necessary.

Thank you for your time and consideration.

Brenda Pennetti
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Office of University Relations
314 Burruss Hall (0229)
Blacksburg, Virginia 24061
540/231-5396 FAX: 540/231-1985

May 2, 2007

James W. Satterfield
President & COO
240 Wicklawn Way
Roswell, Georgia 30076

Dear Jim,

I am pleased to write you, and Firestorm Solutions, this letter of reference.

After the tragic and life changing event on our campus, Virginia Tech reached out to Firestorm Solutions, LLC, to assist us and support moving our University forward. Within hours of our first contact, Firestorm had an expert team on the ground here in Blacksburg.

Firestorm served as a tremendous support system to our University. You helped us focus on the critical tasks. The quality, competency and commitment of the Firestorm team members was evident from the beginning. In a difficult and often emotional environment, Firestorm demonstrated compassion and empathy as they anticipated the University's crisis management needs, and assisted in implementing the necessary programs and procedures with diplomacy and speed. Firestorm's ability to bring in additional team members with subject expertise confirmed that you have all the requisite skills to respond effectively when facing a terrible crisis.

Thank you for all you and your Firestorm team have done. Most of all, thank you for your obvious commitment to Virginia Tech, our victims, families, staff, students, and community.

I would strongly recommend Firestorm for any organization facing the onerous responsibilities of crisis management.

Yours truly,

A handwritten signature in black ink, appearing to read "L. Hincker".

Lawrence G. Hincker,
Associate Vice President
University Relations

LGH/uc

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