

REGISTRATION FORM

If attending convention, please download the registration form at www.rmcmi.org. The Registration Brochure is on the right side of the home page. You will also receive one in the mail.

Or...

If attending Short Course only, complete this form and return to:

RMCMi

8057 S. Yukon Way
Littleton, Colorado 80128-5510

Name _____ Mr. Ms.

Company _____

Title _____

Address _____

City _____ State, Zip _____

Phone _____

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Fax _____

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Professional Engineer Yes No

Enclosed is fee for Short Course:

\$620 if attending RMCMi convention

(Return with RMCMi registration form.)

\$675 if not convention registered

(\$670 & \$725 after May 30, 2008)

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Hotel Reservations: 1-888-226-9667 - mention RMCMi.

Visit our web site at www.rmcmi.org for more information on the convention.



THE ROCKY MOUNTAIN
COAL MINING INSTITUTE
8057 S. Yukon Way
Littleton, CO 80128-5510
303/948-3300 303/948-1132 Fax
mail@rmcmi.org www.rmcmi.org



THE ROCKY MOUNTAIN
COAL MINING INSTITUTE

2008 SHORT COURSE

Prior to the RMCMi 104th
Regular Meeting and
Convention

***Planning and Correctly
Communicating the
Unexpected Events.
A necessary course for
every employee ...
before it's needed.***

Non-profit
Organization
U.S. Postage
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Friday and Saturday
June 27-28, 2008
The Canyons Grand Summit
Park City, Utah
7:15 a.m. to 5:00 p.m.

The course **“Planning and Correctly Communicating the Unexpected Events”** will provide attendees with the valuable communications tools necessary for a company’s response to crises or disasters. This course will present key principles of public relations and crisis communications response. Attendees will learn how to identify critical audiences, craft and deliver targeted messages, and manage the flow of information. There will be test exercises demonstrating how to apply various communications techniques in crisis situations. Participants will have the opportunity to develop and refine media interviewing techniques. This course will equip each attendee with successful communications strategies for crisis situations.

This course and the materials used are based on lessons learned from actual case studies. This course emphasizes accountability – how preparedness is a governance issue. Instruction will focus on the importance of a well-tested and rehearsed crisis plan, the need for organizations to identify the extended family of stakeholders, and the need for all employees to have proper plans in place. The last portion of the class will include interactive test exercises that will illustrate the class instruction.

COURSE SYNOPSIS - DAY 1:

Section 1 - PUBLIC RELATIONS & CRISIS MANAGEMENT

“Lessons Learned at Virginia Tech Shooting”

Section 2 - PREDICT. PLAN. PERFORM.

Presentation and exercises on identifying all vulnerabilities that could affect the organization, its employees and other stakeholders.

Section 3 - PREDICT. PLAN. PERFORM.

Disaster Due Diligence: The responsibility to plan. Discussion and handouts on effective crisis planning.

Section 4 - PREDICT. PLAN. PERFORM.

Instruction, discussion and group exercises on developing, testing and reviewing plans to mitigate vulnerabilities. Four types of plans will be featured: medical emergency; business continuity;

disaster; and communicable illness (pandemic).

COURSE SYNOPSIS - DAY 2:

Section 5 - PREDICT. PLAN. PERFORM.

Exercises focused on effective crisis response: Providing treatment, mitigating damage, maintaining or resuming operations, managing costs, and communicating with stakeholders and the media.

Section 6 - PREDICT. PLAN. PERFORM.

Case Studies/Test Exercise.

*Class will break into groups for **PREDICT. PLAN. PERFORM.** exercises: Preparing the plan and media response for a mine-related disaster, including a 15-minute mock press conference. Participants will each receive individual media training.*

Section 7- COURSE QUESTIONS, WRAP-UP & REVIEW

Open forum to discuss course and address any other issues or questions specific to attendees.

PRIMARY INSTRUCTORS

Harry W. Rhulen Esq. Chairman/CEO, Co-Founder—Firestorm Solutions, LLC

Mr. Rhulen led the Firestorm team called by Virginia Tech to provide crisis communications assistance after the April 2007 shootings. He has worked as a consultant in many industries, using his risk management, crisis management, and business management skills as well as his public company, legal, bankruptcy, and due diligence experience to help his clients. Mr. Rhulen has served on the boards of several profit and non-profit entities. He has been recognized with several humanitarian awards for his public service efforts, including the American Red Cross’ “Quality of Human Life” Award. He is the co-author of “Disaster Ready People,” a comprehensive guide to personal preparedness planning. Mr. Rhulen graduated Cum Laude from the College of Insurance and has both a Juris Doctor and Masters of Business Degree from Syracuse University.

Terri L. Ray, Director Manufacturing, Firestorm Solutions, LLC

With over 20 years of experience in managing complex manufacturing operations, Ms. Ray specializes in improving operational, quality and financial efficiencies. She has led manufacturing plants through major crises, including a major earthquake, hurricanes, strikes, employee injuries, and fires. Ms. Ray holds B.S. degrees in Chemical and Mechanical Engineering.

ABOUT FIRESTORM

Firestorm Solutions, LLC is the nation’s leader in providing critical decision support and planning to organizations on issues of continuity of operations, crisis and communications management, pandemic, safety, security, threat and vulnerability analysis. Firestorm utilizes a **PREDICT. PLAN. PERFORM.**™ model to provide a comprehensive suite of Disaster Due Diligence™ services.

Firestorm and members of its Expert Council have been directly involved in management and oversight of crisis communications and mitigation during 9/11, Hurricane Katrina and the Virginia Tech tragedy. The Firestorm team and Expert Council includes two former Surgeons General, Secret Service agents, public safety experts, and professionals in law, communications, human resources, engineering, logistics, mental health and research.

Firestorm believes “Every Crisis is a Human Crisis.” Our focus on the human factor in disaster preparedness is unique: no other firm offers the same breadth of services or depth of experience.

Attendance for two days will provide sixteen professional development hours. Registration fees cover two days of instruction and breakfast and lunch and breaks both days. There is no reduction in cost for participants who wish to attend less than the two full days. Register early to assure a seat in the course.