

VENUES SAFETY & SECURITY

Protecting Lives. Protecting Assets.

November 2009

H1N1

WHAT SHOULD YOU DO TO FIGHT THE FLU



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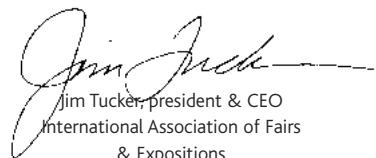


Battling the Faceless Threat of the H1N1 Virus

Venue Safety and Security, more often than not, is thought of in terms of pertaining to safety hazards and/or crowd control. However, as VSS magazine has demonstrated over the length of its existence, the subject matter is broader. VSS essentially attempts to address all relevant issues of risk that venues may face; the cornerstone of which is focused on business continuity/viability. ▶ To that end, preserving lives is the primary focus and, this season particularly, along with business viability, lives are threatened beyond what venue professionals usually face. The culprit: a perpetrator that is indiscriminant, strikes without warning, and is faceless. ▶ The H1N1 influenza infection has understandably sat atop the news for much of the year as deaths mount from the deadly virus and organizations scamper to be proactive in battling the disease. As we have come to find out, H1N1 does not discriminate regardless of age, gender, or ethnicity. The fight to control H1N1 is ongoing, and as thousands upon thousands visit the venues of this magazine's core audience, it is important to know that proactive stance is even more critical if we are to ensure the safety of our patrons. ▶ The most practical advice that can be given is to simply educate yourself about H1N1. "What Should You Do to Fight the Flu?" is must-reading in this issue of Venue Safety & Security. It features a host of industry experts on the subject as well offering a number of tips and strategies that can be easily implemented to guard against H1N1. Use these sources often as they are updated with the latest new information about H1N1. As Russ Simons, senior principal with Populous says in the article, the impact of the virus "remains a formidable issue that will affect our business."



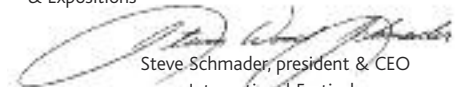
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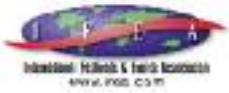
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Founded in 1956, the International Festivals & Events Association (IFEA) today is The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration." With a target audience that includes all those who produce and support quality celebrations for the benefit of their respective "communities," the IFEA's primary focus is identifying and providing access to the professional resources and networks that will, as stated in our mission, inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration. The IFEA exists to serve the needs of our entire industry, all those who share our core values of excellence and

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The International Association of Fairs and Expositions (IAFE) is a voluntary, non-profit corporation, organizing state, provincial, regional, and county agricultural fairs, shows, exhibitions and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions and allied fields. The IAFE began in 1885 with a half dozen fairs. Today, the IAFE represents more than 1,300 fairs around the world, and more than 1,300 members from allied fields. Throughout the years, the IAFE has remained true to its purpose of promot-

ing and encouraging the development and improvement of fairs, shows and expositions. Its mission is "To represent and facilitate the interest of agricultural fairs, exhibitions and show associations."

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The International Association of Assembly Managers is an association whose purpose is to provide leadership, to educate, to inform and to cultivate friendships among individuals involved in the management, operation and support of public assembly facilities. IAAM is the world's largest professional association dedicated to issues relevant to the management of public assembly facilities. Members of the association manage public assembly facilities such as amphitheatres, arenas, auditoriums, convention centers/exhibit halls, performing arts venues, stadiums and university complexes;

or provide products, services or attractions to support the industry. IAAM has more than 3,200 members worldwide.

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The Outdoor Amusement Business Association, organized as a non-profit trade group in 1965, is the largest association representing the mobile amusement industry. Our members include carnivals, circuses, independent ride owners, food/game concessionaires, rental amusements and others associated with family entertainment. Our members con-

tract with fairs, festivals, community and philanthropic organizations throughout the U.S. and Canada. Its mission is "To encourage the growth and preservation of the outdoor amusement industry through leadership, legislation, education and membership services."

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The IAAM Foundation is a 501(c)(3) non-profit charity to which donations are fully tax deductible. Our mission is to increase the positive impact and vitality of the public assembly industry by funding

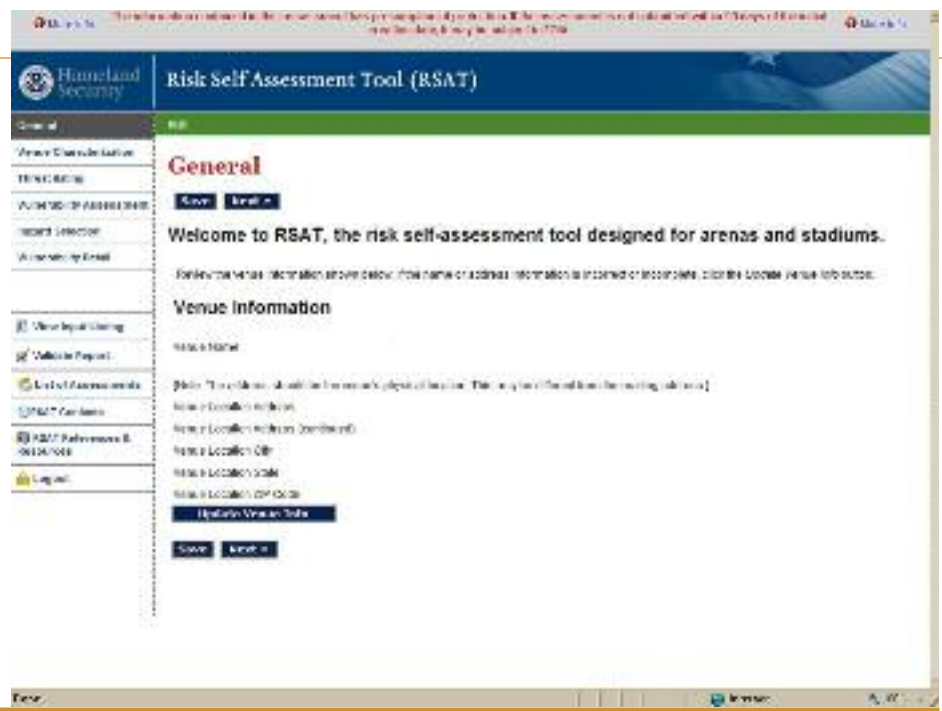
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Risk Self-Assessment Tool gives facility managers the ability to determine risk.



The RSAT Program, as it appears online.

DHS Urging More Focus on Venue Security: Free Online Program Streamlines Security Assessments

Ongoing investigations of potential terrorist threats against public transportation, stadiums, hotels and other facilities underscore the need for serious assessments of security measures. Natural hazards too can be equally catastrophic in regions subject to hurricanes, tornadoes and wildfires, like those in California that burned out of control for weeks. The nation has nearly 3000 stadiums and arenas hosting hundreds of thousands of people at events on any given day. Anything stadium and arena management can do to ensure the safety and security of staff, players, performers and attendees is vitally important.

With a new online program — the Risk Self-Assessment Tool (RSAT) — assessing risk and vulnerability at large public assembly facilities is now faster and easier. Developed by the Department of Homeland Security's (DHS) Office of Infrastructure Protection, the RSAT assists stadium and arena managers in assessing, identifying and mitigating threats and vulnerabilities at their facilities. While many large facilities already have the resources and/or access to public sector resources to do this kind of assessment, RSAT was developed as the perfect tool to help the small to mid-size stadiums and arenas.

It's easy to use, offered without charge, and provides valuable insights that managers can use to keep their facilities and the public more secure.

In addition, the Risk Self-Assessment Tool incorporates Protected Critical Infrastructure Information protections into the process, ensuring that any information entered into RSAT cannot be disclosed by the federal government, either under the Freedom of Information Act, any similar state or

Evaluating Security is Now Faster and Easier

The Risk Self-Assessment Tool (RSAT) is an all-new online program that offers managers of arenas and stadiums a simplified way to assess vulnerability to man-made and natural threat scenarios. First, RSAT combines DHS threat and consequence estimates with the following information supplied by the management of each assessed facility:

- **Venue Characterization:** Size, attendance capacity and primary uses.
- **Threat Rating:** Ranking on a scale of 1 to 7 the probability that a man-made or local/regional natural disaster will occur at the user's facility.
- **Vulnerability Assessment:** Information on a facility's overall security posture, including emergency planning, training, communication, personnel access, and on-site security forces.

- **Specific Hazards:** Users choose a minimum of one local/regional hazard and two man-made hazards to be evaluated in greater detail.
- **Detailed Vulnerabilities:** Here facility management provides more specific information about protective measures already implemented, depending on the hazards chosen for detailed evaluation.

RSAT then evaluates this information to produce two reports for use in identifying and prioritizing those areas where protective measures, training and procedures are most needed.

The Self-Assessment Report Upon completion of the RSAT process, users can immediately print a Self-Assessment Report from online. It provides detailed information on the facility's

existing security and protection strengths and its areas of greatest vulnerability for each hazard evaluated. Available options for those areas where security and protection might be improved are listed, along with a general explanation of relevant security and protection measures.

The Benchmark Report Not only does RSAT evaluate individual facilities but it can also show how security at a particular facility compares to others of similar size and use. This report is optional. Facility managers who would like to receive this report must submit their RSAT data to DHS for use in creating the comparison report.

The Department of Homeland Security is recommending that stadiums and arenas be assessed periodically — annually, at a minimum — using RSAT.

local disclosure laws, civil litigation or as the basis for any regulatory action. This information is protected and private.

RSAT creates a snapshot of a facility's threats, vulnerabilities and any potential consequences at a given point in time. It produces a Self-Assessment Report that helps managers identify and prioritize those areas where protective measures, training and/or procedures are most needed.

The DHS Office of Infrastructure Protection is tasked with preventing catastrophic loss of life

and managing cascading, disruptive impacts to the United States across multiple man-made and natural threat scenarios. But DHS recognizes that at each facility, managers are the ones best positioned to determine risks and to implement the technology, procedures and other measures to safeguard their facilities. The RSAT enables management to put their security dollars to best use.

As new threats develop and vulnerabilities change, it may be necessary for managers to reassess their facility. DHS is recommending that

managers reassess at least once a year to evaluate the impact of threat changes, as well as security and protective measures. A reassessment is appropriate whenever there is a change in a particular threat, a situational change, a special event, recent security incidents, or something that exposes a facility to a threat that has not been considered or evaluated previously. Assessment, in other words, should be considered a continuous process.

As we've seen in recent months in New York, Colorado, California, the Southeast states, and elsewhere, natural disasters can strike without warning and cause widespread destruction and threats to facilities are constant. The Department of Homeland Security is encouraging all stadium and arena managers to take steps to fully evaluate their protective measures and determine where their facilities may be vulnerable.

For additional information on the Risk Self-Assessment Tool and how you can use it to assess your facility, contact Andrea Schultz, DHS Office of Infrastructure Protection at Tel: 703-235-2852 or Andrea.Schultz@dhs.gov. Instructions for registering online can be found at <https://rsat.iac.anl.gov/register>. **VSS**



With the investigation of possible terrorist threats in Colorado and New York, DHS/FBI alerts went out to local authorities to take special precautions around stadiums, arenas, hotels and public transportation.

Jim Hensley, Argonne National Laboratory, Office of Infrastructure Protection, Sector Specific Agency Executive Management Office, Commercial Facilities Sector

Finding balance
between keeping patrons
both safe and happy
is key.



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Blending Customer Service and Security

The office of Domestic Preparedness Information Bulletin (October 1, 2003): “As noted in the SHSGP- Part II and UASI- Part II grant application kits, critical infrastructure includes any system or asset that if attacked would result in catastrophic loss of life/or catastrophic economic loss...” The Congressional Research Service (CRS) Report for Congress, October 1, 2004 defines the National Strategy for the Physical Protection of Critical Infrastructure and Key Assets (NSPP) 2003 that large gathering sites as Critical infrastructure and key assets overtime.

Preliminary observation, acute sensitivity, and early warning are more important than ever. On a high level, we recognize color warnings and modify our behavior. On a personal level, I can think of a recent example delivering my freshman daughter to her dormitory. Without a complete understanding of the policies and procedures or the application of technology, I could get an immediate sense of the level of protection at the University from the first volunteers and security people I came in contact with. This first contact, the earliest opportunity to understand what may be unusual, to convey understanding and order, to communicate meaningful information; these factors are key.

Security and prevention are inextricably linked. The genesis of security is risk management, designed to prevent those things that are contrary to our interests. Protection of assets is always preceded by loss prevention. It is the anticipation of what can happen, how likely it may be and how serious are the consequences that determine our course of action.

Given the understanding and experience, security professionals can easily foresee the need to administer crowd control and to plan for the mitigation of incidents. Of course, we embrace nonviolent crises intervention and proven restraint techniques in our preparations. We train extensively, we

“Overlapping responsibilities are inevitable and redeployment of personnel effectively uses people where they are needed.”

work in teams and we practice. Outcomes are expected to be quick and effective and with the least disruption possible.

The efforts made in advance to plan for, prepare, to test and to adjust are worth many times more than the efforts to respond if the crises could have been avoided. In that context, when we can deploy measures that are intermediate and most likely to diffuse or deescalate a “situation,” then we are managing our risks effectively. Early and often are terms that must be embraced as part of our security vernacular. This is in perfect harmony with our standard practical application of the recommendations of the International Association of Assembly Managers (IAAM) and the Crises Prevention Institute, Inc. (CPI) training programs.

By example, in a 1998 document of a project by the IAAM, the Crowd Assembly Facilitator (CAF) was defined as the front line event staff often referred to as security. The duties defined to be applied early and often included assisting guests, being accessible, answering questions, providing directions and responding to concerns. The order of these duties in front of the conflict identification and mitigation responsibilities may seem obvious but the point is they are inseparable.

Another example of order and inseparability of these progressive functions is made clear when following the training provided by CPI for nonviolent crisis intervention. The early preventive techniques identify and teach useful skills such as appropriate attitude, approach, personal space and body language. The use of

force to any degree is the last resort.

An important point made for an early stage process is to recognize behavior and that compels us to fully understand the benefits of the Security/Customer Service continuum. The process of greeting should be twofold. At once, we have an obligation to convey welcome and, at the same time, an opportunity to assess. Most of our patrons and guests will find an overture by a carefully selected and well trained person a pleasant experience. Some patrons inclined for inappropriate behavior, for one reason or another, will be put on notice subtly and in a nuanced way.

Following through on a Security/Customer Service continuum provides the potential for efficiency when planning staffing needs as well. Conventional roles can be blended inside and outside of an arena or stadium with the security/guest service people moving to a large degree with the crowd and performing their functions fluidly. Overlapping responsibilities are inevitable and redeployment of personnel effectively uses people where they are needed.

Joanne Paternoster, Chief Customer Experience Officer (CXO) for Gateway Group One has consulted around the world to help operations in the mass assembly venues develop the customer service model with the right balance. Ms. Paternoster points out, from one end of the spectrum to the other, the dual role of security and customer service and the dynamic potential to assume one posture or another depending on the situation. “Training is essential but employee selection is critical. Training for security will

be more successful than training for customer service when the person just doesn’t have the right sensitivity. And, it’s that sensitivity to engage in a Moment-of-Truth that can be most useful to detect issues early.”

We should understand the crowd dynamics, the demographics and the triggers. We should use techniques to reduce anxiety. These are front line activities. In a sense, these are triage efforts; they cannot be passive. There can be no overlooking customer service as a necessary component for every employee in a venue environment. Security will be measured for the guest experience and for the best results protecting the safety of the patrons. The challenge is to find the balance. It will be helpful to see the functions as one and not separate. It will be beneficial to engineer it that way. **VSS**

Gateway Group One is three companies; Frontline Academy providing skills and careers for people, Frontline Services providing strategic consulting and customer service agents at international transportation hubs and Gateway Security providing planning, security personnel and effective security solutions to a broad spectrum of customers.

Douglas Goode, CPP has been a board certified protection professional since 1981. He is Vice President of Strategic Business Development for Gateway Group One.

H1N1

Making sure your venue is prepared for this and other emergencies is critical.

What Should You Do to Fight the Flu?

By Mary Nowesnick

From casualty reports around the globe to quarantined students at U.S. colleges, the H1N1 influenza infection is again dominating the news.

For the public assembly venue industry, H1N1 has renewed attention on preparedness and on addressing many critical questions: Is our venue ready for this and other emergencies? What steps should we take to protect guests, employees and vendors? Are business continuity plans in place? What are our contingency plans if the situation worsens? Are we prepared for a pandemic?

“Initially, there was a lot of fear and misconceptions about the virus. Then, when it was determined that it was not as aggressive as everyone thought, there was a lot of complacency,” says Russ Simons, senior principal with Populous in Nashville, and 2008-2009 chair of IAAM’s Life Safe-

ty Council. But, it’s now clear, he says, that the impact of the virus “remains a formidable issue that will affect our business.”

Kevin Mattingly, deputy director of the Phoenix Convention Center & Venues, agrees, saying that earlier this year, “it was easy for some to dismiss

H1N1 stories as media hype about the 'disease du jour.' It's a different story, though, with the World Health Organization calling it a pandemic virus. I think it's gotten everyone's attention now."

Focusing on the Basics

A good first step for venue managers, says Simons, is to "pay attention and be ahead of this issue," which means relying on the information and resources provided by the Centers for Disease Control (CDC) and other responsible agencies, both at the federal and local levels.

For instance, IAAM's Academy for Venue Safety & Security (AVSS) and the Life Safety Council have created a dedicated Web portal that offers the most comprehensive news and resources about H1N1 drawn from the CDC, Department of Homeland Security (DHS) and other sources. Find it at www.iaam.org/CVMS/swine_flu.htm.

Many facilities are putting recommendations to work through what Paul Schieck calls "proactive prevention" strategies. Schieck, who is assistant general manager of Qwest Field and Event Center, reports that various measures are underway at his Seattle, Washington, facility to "keep employees healthy and ease the concerns" of employees and guests. These include:

- Providing hand sanitizers at each desk, in break areas and work spaces, plus antibacterial wipes in each office.
- Setting up hand sanitizer stations in public areas and on all concourses for daily use and for guests during events.
- Wiping all office door handles, and areas in the employee break room daily with antibacterial wipes.
- Talking with concessionaires about using products to sanitize public areas such as door handles, crash bars, etc.
- Issuing press releases to advise the public of the precautions being taken at Qwest and provide suggestions to guests to limit their exposure to the disease.

Qwest employees are encouraged to "stay informed" about any changing conditions and to take advantage of "everyday actions" such as covering the nose and mouth when sneezing; and washing hands often with alcohol-based cleaners.



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"Simply washing your hands can make a major difference," says Simons who points to the results of landmark studies like a simple hand-washing program conducted at a large Navy training center from 1996 through 1998, which resulted in a 45% reduction in outpatient visits for respiratory illnesses.

Especially critical, say venue managers, is ensuring that facility staff stay home if they are not well. "We have spoken to all of our employees about the seriousness of this virus and have reinforced the importance of staying home and recovering — without the fear of losing your job," says Michael Chin, security manager, Colorado Convention Center — SMG, Denver. But venues must have a business continuity plan in place, he says, in the event that a large number of employees become incapacitated and cannot perform their duties.

Schieck says his biggest fear is a repeat of what occurred in Mexico City last spring when the virus shut down the city. "We can manage to operate with 50% of staff," he says, "but we cannot operate without fans and the public." So, any efforts by public assembly facilities to raise awareness and promote precautions are important to keep people healthy, he says.

Open for Business

The Phoenix Convention Center has been involved in "an internal preparedness evaluation" that requires each department to respond in writing to three key questions:

- What is your plan to operate with a 25% to 35% diminished work force?
- What are your actions if other city departments need your help due to a decreased work force?

Check One-Stop Web Portal For H1N1 Flu Information

Find the most comprehensive news and resources about the H1N1 flu virus on a dedicated Web portal provided by IAAM and the Life Safety Council.

Go to: www.iaam.org/CVMS/swine_flu.htm.

Launched last spring, the Website continues to post the latest and most pertinent documents, links and resources regarding the H1N1 virus (or "swine flu"). IAAM will continue to update the site as new information becomes available. Here's some of what you'll find:

- Business pandemic influenza planning checklist
- Health map for H1N1 flu
- Links to the Centers for Disease Control and other U.S. government sources for information about swine, avian and pandemic flu information

- What is your plan if current vendors and contractors cannot supply required goods and services?

The answers are being compiled by the city of Phoenix' Office of Emergency Management, but Mattingly says the exercise is "certainly forcing all of us to consider our options and come up with answers." In addition, the convention center's service partners also have been engaged in the same "3 questions" discussion, recognizing that they, too, would be hit hard in the event of pandemic closures. "We are presently evaluating our warehouse stockpiles out of concern for delays in new purchases and shipments," he says.

Mattingly also says he's taking steps "completely outside my responsibilities." He's contacted the convention bureau and local hotels about making available supplies of over-the-counter flu and cold medicine, and limited medical assistance, for hotel guests who may fall ill while in Phoenix. "In my mind, there is nothing worse than being ill in a hotel room

with no medicine and no doctor," he adds. If put in place, these efforts could, he says, help to reassure professionals and tourists who are leery about travel.

Venue professionals insist that communication with the local health authorities is vital to stay informed about H1N1. For instance, Chin says his facility receives regular notifications from the Colorado Department of Health and Environment, as well as from the CDC. (See sidebar for related information.)

In addition to ensuring good response plans and protocols, Simons suggests designating one staff person to be responsible for monitoring all information about H1N1. "Someone needs to be on top of CDC alerts and other updates from your local health authorities and other agencies," he advises. People will look to public assembly facilities if there's a crisis, says Simons. "It's critical that venues take a leadership role and be ready for whatever might happen ahead." **VSS**

Dallas Health Authority Stresses A Common Sense Approach

Dr. John Carlo, M.D., M.S., medical director/health authority with the Dallas County Health and Human Services, urges venue managers to be proactive but also rely on common sense in dealing with the H1N1 flu virus.

As a reminder, what are the key symptoms to be aware of for H1N1?

Symptoms of the H1N1 influenza infection are nearly identical to symptoms observed for seasonal influenza: fever (usually above 100°F) and symptoms such as cough, sore throat, and muscle soreness.

What preventive steps do you recommend that venues take to help limit the spread of H1N1?

It is important to make sure venues have available enough cleaning and hand-washing materials. During the spring 2009 outbreak, many organizations found that the normal supplies of these materials were not available through their vendors. If everyone orders these supplies at the same time, there are likely to be shortages. Hand-washing supplies including soap and towels are essential. Alcohol-based hand sanitizers can be used as a substitute or in addition to soap/water hand-washing. Posting signs that encourage hand-washing is also helpful.

Related to housekeeping and cleaning, are there any new recommended procedures that venues should adopt for sanitizing hard surfaces and other areas?

There are no new recommendations on the proper cleaning and maintenance of the environment which are particular to the H1N1 virus. The typical cleaning products will be effective. The EPA's Website lists more than 500 products that can be used to clean surfaces for influenza virus.

Go to www.epa.gov/oppad001/influenza-disinfectants.html.

What are the messages and requirements that venues should communicate to their own employees (and their families) to prevent the spread of H1N1?

Venue employees and personnel should be encouraged to practice good hygiene, including covering their mouths and noses with the crease of their elbow (not their hands), and to practice good hand hygiene. Venues should ensure that employees and personnel are not re-

porting to work if they are experiencing symptoms of the flu. Employees should stay at home until 24 hours have passed without any fever, even with the use of pain medications such as Tylenol or Advil. Measures should be in place which allow for employees to stay at home when sick without penalty in order to encourage compliance.

How should venues be interacting with public health officials and other authorities during this crisis?

Venues that will be scheduling events during the upcoming fall and winter seasons should be in close contact with their local health authorities so that up-to-date information concerning the epidemic's severity is communicated. Your local health department should maintain a 24/7 contact telephone number, and many local health departments are keeping up-to-date information on their Web pages.

At what point might venues need to face more serious actions — like cancelling events?

Event cancellations are going to be local decisions which need to be made between the facility operators and local health officials. Such steps may become necessary if the area's hospitals become unable to effectively treat patients because of volumes exceeding care capacity. Local contingency plans are being developed across the United States to address this situation.

Do you have any final advice for the public assembly venue industry?

Venues and assembly managers likely are experienced operators who are used to managing large numbers of persons in a safe manner. The same practices used to protect your public from food safety threats and other hazards are going to be effective against a potential H1N1 resurgence. It is important to take a common sense approach against this hazard which, in reality, is a part of our winter season every year.

Disability Etiquette

Going beyond counting toilet stalls.

By Jerry Aldrich

Over the past few years there have been subtle movements in the manner in which we are held accountable when it pertains to the Americans with Disabilities Act (ADA). We have read about a few operators who have been singled out and required to answer complaints when the required equal service under provisions of the act was not administered or perceived to be not administered. A review of some applicable information will keep this important issue in the forefront of our daily activities and remind us that ADA cannot compromise our Safety First policies.

It is much easier for us to understand the physical attributes associated with the Americans with Disabilities Act (ADA) than the subtle aspects of etiquette. Measuring a counter height or counting toilet stalls is easier to comprehend than interacting with a guest who has disabilities. Although we have a more complete understanding of the ADA physical attributes we must remember we have equal responsibility to administer proper disability etiquette. For this reason it is appropriate to look at the subject of Disability Etiquette and the preferred approach of providing services for your guests with special requirements.

Fear of the unknown and lack of experience can lead to uneasiness when meeting a person with a disability. Remember that a person with a disability is a person with feelings. Treat every person as you want to be treated. At the same time you can't always see someone's disability. If a person acts unusual or seems different, just be yourself. Let common sense and good judgment break down any barriers you may encounter.

Avoid asking personal questions about someone's disability. If a disability is relevant to the discussion it should be introduced into the conversation by the guest with the disability. An important step toward improving the conversation with a guest with disabilities is the use of preferred terms. Most important is to always utilize "person first language". Always refer to the individual first, and then to their disability, only mention the disability if is necessary and appropriate to the conversation, otherwise it does not to be discussed.

Always refer to a guest with special requirements as a guest with disabilities not a handicapped person. The term handicap has a very negative connotation to those in the disabled community. It is believed that the term came from when people with disabilities would beg for coins with their cap in hand. A handicap is also a physical or attitudinal constraint that is imposed upon a person, regardless of whether that person has a disability. A dictionary definition of handicap is to put at a disadvantage. The majority of the disabled community does not believe they are disadvantaged and resent the implication. Utilizing preferred language will provide a significant bridge to travel when communicating with a guest with disabilities. On the other hand a permanent or temporary physical or mental impairment that substantially limits one or more of the major life activities of such individual caused by an accident, trauma, genetics or disease which may limit a

person's mobility, hearing, vision, speech, or mental function is an acceptable definition of a disability. Keep in mind that some people with disabilities can have more than one disability. It is not possible to include a list of all the specific conditions that apply under the ADA. However, the following are some examples: Visual, Orthopedic, Speech and Hearing Impairments, Cerebral Palsy, Epilepsy, Muscular Dystrophy, Multiple Sclerosis, Cancer, Heart Disease, Diabetes, Mental Retardation, Emotional Illness, HIV Disease.

Population

- Approximately 51 Million Americans have Disabilities
- Approximately 30 Million have Hearing Impairments
- Approximately 14 Million have Sight Impairments
- Approximately 12 Million have Mobility Impairments

Note: These are approximations, keep in mind that some people have more than one disability.

Raising our awareness concerning Guests with Disabilities is a gradual process as are the modifications we make to our policies to accommodate these guests with special requirements. Developing customer service policies and procedures that respond pro-actively to our responsibilities under the ADA is a positive initiative. It will position your organization ahead of any scrutiny that may be brought by others outside your influence. An important responsibility we all have to all of our patrons is providing policies and procedures that ensure their Safety while enjoying our services. This responsibility cannot be compromised. We must maintain all Safety First policies. An easy to understand example is when a Carnival or Amusement Park ride operator imposes a Neutral Rule even though the criteria may screen out individuals with disabilities. If a criteria is necessary for the safe operation of the public accommodation such as where a minimum height is required for participation on a specific ride it shall be applied equally to everyone. This Neutral Rule is a qualification that is justifiable to not compromise safety for all guests. All prospective riders must meet any minimum height requirement that has been established. You do not single out anyone by applying this same safety rule to everyone. We must control our thoughts that immediately lead to reasons why making accommodations and practicing good etiquette don't apply and let your thoughts be directed toward imaginative methods for providing these services in a safe manner.

Basic Points of Etiquette...

- Avoid asking personal questions about someone's disability.
- Use "disability" rather than "handicap" to refer to a person's disability.
- Be considerate of the extra time it might take for a person with a disability to do or say something.

- Be polite and patient when offering assistance, and wait until your offer is accepted.
- Refer to a person's disability only if necessary and appropriate.
- Use people first language — reference the Person before the Disability
- “The man who is Hearing Impaired”
- “The Person who uses a wheelchair”
- “Her son who has Epilepsy”
- “Students who are Hearing Impaired & Nonverbal”
- Avoid terms that imply that people with disabilities are overly courageous, brave, special, or superhuman.
- Don't use “normal” to describe people who don't have disabilities. Say “people without disabilities”.
- Never say “wheelchair-bound” or “confined to a wheelchair.” People who use mobility and/or adaptive equipment have freedom and access that they would not otherwise be able to enjoy.

If a person has disabilities don't assume they need help. If the setting is accessible, people with disabilities can usually get around fine. Adults with disabilities want to be treated as independent people. Offer assistance only if the person appears to need it.

Respond Graciously to Requests

When people who have a disability ask for an accommodation or assistance at your facility or carnival, it is not a complaint. It shows they feel comfortable enough to ask for what they need.

In the majority of instances if they receive a positive response, they will be receptive to returning and tell their friends about their positive experience. If they do want help, ask how before you act.

The following are some real and perceived statements of how you will successfully interface people with disabilities. Most Disability Etiquette guidelines can easily be expressed by completing a simple phrase.

“Do Not Assume...”

“...a person with a disability either wants or requires assistance.”

“...rejection of aid is meant as a personal affront.”

“...a person who appears to have one kind of disability also has others.”

“...a person with a disability is easily offended.”

“...a disabled person is dissatisfied with their quality of life, and is thus seeking pity.”

“...that a person who does not appear disabled, or who uses assistive devices intermittently instead of all the time, is faking or imagining their disability.”

“...companions accompanying a person with a disability are there strictly to render service.”

“...a person with a disability will be receptive to personal questions about their disability, particularly in public.”

General Guidelines for Disability Etiquette

- Ask questions of the person with a disability, not their companion.
- Hand transaction receipt or other receipt to the person who is paying the bill.
- Only ask questions about the person's disability if you know that person.

- A patron in a wheelchair may not appreciate an unknown person grab the push handles of their wheelchair before asking.
- People with visual impairments appreciate a person identifying themselves when they enter a room or join a conversation in process.

Reminders to ease your next interaction opportunity

People with disabilities are not conditions or diseases, they are individual human beings. For Example: a person is not an epileptic but rather a person who has epilepsy. Relax and be yourself. Language is always evolving, including language relating to people with disabilities. Staying current is important not to show “political correctness” but so that you can communicate effectively and with respect. What you say and write may enhance the dignity of people with disabilities or may inadvertently reflect stereotyping and negative attitudes. Some words and phrases don't recognize the broad range of capabilities of people with disabilities. They don't need to be pitied, nor should they be labeled “courageous” or “special” because they accomplish daily activities or work. People are sometimes concerned that they will say the wrong thing, so they say nothing at all — further segregating people with disabilities.

If you have had little opportunity to interaction with people who have disabilities, you may feel uneasy about what to do or say. Here are a few tips:

When talking to a person who has a disability — look at and speak directly to that person rather than to a companion, aide, or sign language interpreter. Common words or phrases — are Ok to use. For example, it is fine to say “see you later” to a person who is blind, or “want to take a walk?” to a person with mobility impairment. The person with the disability will know that you are talking normally not making fun of their disability. Treat everyone with dignity, respect, and courtesy. Listen to your customer whether they have a disability or not. Assist all customers and make them feel comfortable.

A Final Thought

People with disabilities are individuals with families, jobs, hobbies, likes and dislikes, and problems and joys. While the disability is an integral part of who they are, it alone does not define their character. Don't make them into disability heroes or victims. Treat everyone you come in contact with as an individual. Above all enjoy the next opportunity you have to interact with a person with disabilities. **VSS**

Jerry Aldrich is with Amusement Industry Consulting.



Oh No! Where Did Those Come From?

Inflatable rides come with their own challenges.

By A.J. Slaggert and Philip J. Slaggert

Let's face it — the inflatable rides are here! They are not going to go away and they are proliferating like mushrooms after a rain storm. On the bright side — they are colorful, unique and attractive. They look like a mystical palace or a wall that is impossible to climb. And one thing is for certain, they are a powerful magnet for children with an enormous amount of energy. But there is a dark side to this situation — the U.S. Product Safety Commission reports that in 2008 - 3,760 injuries related to inflatables ended in emergency rooms. These are just the injuries that have been reported — how many were treated at home or ignored. Of course, over the years there have been fatalities.

In 2005 in Massachusetts a 24-year-old woman fell just 10 feet while climbing an inflatable rockwall, bounced on a landing and fell head first onto concrete. In May of 2004 a teenager in Minnesota fell and was killed on an inflatable obstacle course. It was his prom party! December of 2007 a 3-year-old boy was killed on an inflatable slide when two adults entered the ride and started to rough-house with each other. They fell on Jacob Pierce. In July of 2008 an inflatable slide tips over. There were approximately 12 children on the slide. Fortunately, there was not a serious injury during this incident. And just recently in Ohio, an inflatable slide breaks loose and a boy of 11 is thrown out. The slide flipped over several times creating general panic. Several years ago in Las Vegas at a block party, a sudden dust devil lifted a bounce house 30 feet in the air with a child in the inflatable. The ride tipped over and the child was thrown to the ground with tragic results. He suffered lifetime impairment. The operator did not have insurance and few assets. The ride was fastened in one corner with a screwdriver and the other corner with a ten-penny spike.

There are several internet sites that track accidents such as these. I am sure that the above examples should alert you to some of the problem situations that have developed with the improper use of inflatable devices. To complicate your situation as a venue — there is such a thing as a third party to the promoter who rents your property. They just appear without notice and expect to be able to operate without question. At a Home and Garden Show a vendor may rent a climbing wall and use it to attract customers. At a Sports Show some of the more combative obstacle courses may be set up and attendees encouraged to try their skill. Who is responsible? How can you protect yourself? Well there are things that you can do.

The first thing that we would suggest you do is to get a copy of the ASTM Document F 2374-07A Standard Practice for Inflatable Amusement Devices. Form a written policy and get it approved by your counsel. Next, you should look around your community for firms with good reputations; make a list of pre-approved vendors for your facility. When doing

this, please remember that the size of the business is not always an indicator of quality. In many cases a small operator may be very good, while a large operator may need improvement.

The following is a list of ten suggestions that we hope will guide you in making a wise decision regarding the use of inflatables at your venue:

1. Obtain a certificate of insurance naming your entity as an Additional Insured. A certificate that lists only the entity as a Certificate Holder is not adequate. The certificate must list them as Additional Insured. Be sure to read the certificate and verify that the details are correct.
2. Insist on a minimum of \$1,000,000.00 per occurrence, and a \$2,000,000.00 aggregate limit.
3. Call the insurance producer that is listed on the certificate to verify that the certificate of insurance is valid prior to your event. It is VERY important not to assume that a certificate of insurance that was issued several months ago is still valid.
4. Ensure that the vendor will supply trained operators to supervise inflatable amusement devices at your facility. Often a rental company will rent an inflatable without supplying an operator or attendant. This practice may be acceptable for a private event at your home, but it is inadequate for a public event at a facility that can draw in thousands of people. Consider only dealing with companies that will supply an attendant to supervise inflatable amusement devices at your facility.

“Next, you should look around your community for firms with good reputations; make a list of pre-approved vendors for your facility.”

5. Does the vendor anchor the equipment both indoors and outdoors? Inflatable amusement rides are required to be anchored both indoors and outdoors (source: attached CPSC Bulletin). ALL of the anchors must be used ALL of the time. Each and every side and rear tether must be used ALL the time. Weather is not the only factor when it comes to hazards, indoor units can tip or roll, or slide across the floor damaging nearby exhibits or displays.

Weather conditions that come into play are the wind. Inflatables cannot be operated in winds above 25 mph (source: attached CPSC Bulletin). Some manufacturers state that their units cannot be operated in wind situations above 15 mph.

Heat buildup in the device is another factor. The more heat that builds up in the device relative to the outside air temperature can cause the inflatable to become lighter. This may cause the inflatable to act like a hot air balloon.

The tethers and anchors are part of the unit's structure. Failure to anchor properly can lead to rollover, tipping, or inflatables becoming airborne.

6. Does the vendor supply a gym mat or something equivalent anywhere that patrons enter or exit the device? (ASTM 2374 calls for a Gym Mat or Equivalent). Some vendors will point out that they have installed safety steps or safety ramps on their inflatables, but what protects the patrons from falling to the ground while standing on the inflated ramp or steps. Insist on gym mats or equivalent being installed anywhere that a patron can enter or exit an inflatable amusement device. The facility should consider insisting that impact mats be installed for ALL setups, on ALL surfaces, both indoors and outdoors.
7. Units labeled "Home Use Only," or "Not For Commercial Use" or "Not For Rental" are designed for private use and are not designed for use at public events. Consider asking the vendor if they rent units purchased from a retail department store, retail discount store or discount warehouse. In most cases units from these locations are NOT designed for commercial use.
8. Every inflatable has a maximum capacity. The manufacturer of the inflatable device normally sets these limits. Following these limits greatly reduces the chances of an accident occurring from over loading the structure. These accidents include rollovers and collision with other patrons. Some manufacturers post the maximum capacity on the patron warning signage located near the entrance of the device. Consider asking the vendor for a list with the maximum capacities for the various devices that may be used at your facility. Being aware of this information it becomes easier to walk by an inflatable amusement device in operation and know that the device is not overloaded.
9. The owner of the inflatable amusement device should have a set of written operating instructions. Avoid companies that cannot or will not supply you with written operating instructions. Having this information makes it easier to walk by an inflatable amusement device in operation and verify that the device is not being operated in a hazardous manner, and that the patrons are following the rules.
10. Some states have inspection and registration requirements for inflatable amusement devices operated at public events. The requirements for individuals vary widely, from states that require only an insurance policy, states that require an annual inspection of the device, to states that re-

quire an inspection for every public set up on an inflatable amusement device. In most cases, it is the same agency that regulates amusement rides in your state. (Ex: Department of Agriculture). For more information concerning your state's individual requirements contact the state agency that regulates amusement rides in your jurisdiction. A complete list of agencies is available at www.cpsc.gov/cpsc/pub/pubs/amuse.pdf. Consider requesting proof of compliance with your state's requirements when evaluating a company that provides inflatable amusement devices.

ASTM F-2374 is available at: <http://www.astm.org/>

The CPSC Inflatable Safety Bulletin is available at:
www.cpsc.gov/library/foia/foia02/os/amusement.pdf

If you have further questions or observations please contact us at:

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VSS

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A Strong Future for AVSS

Program looks toward road ahead.

By Frank Poe

We're back from Boston and the IAAM Annual Conference and Trade Show: Both were tremendous. A special thanks to the IAAM conference planning committee and to IAAM staff for working through some difficult challenges yet remaining focused on what the IAAM conference has always been recognized for: quality educational and professional development content coupled with a great trade show.

During the conference, the AVSS Board of Trustees hosted the first of what we hope will be an annual event: the CEO Forum. This inaugural CEO Forum included CEOs, general managers and venue directors, along with AVSS Board members and faculty, and senior IAAM leadership.

With AVSS reaching its 5-year anniversary and looking toward new programming initiatives (see the next article on the new AVSS), we felt it was timely and important to evaluate such key components as curriculum, schedule, costs and course offerings. We also were eager to explore ideas related to future content delivery, communication strategies and branding concepts, and how to ensure that we continue to keep our programs relevant and accessible to the industry.

First, it's important to note that we came into the Forum armed with some positive results from a recent IAAM membership survey:

- AVSS is second only to the IAAM Annual Conference in name recognition
- Over the next two years, more than 60% of the executive leadership of venues plan to attend AVSS

From more than 20 participants at our CEO Forum, representing a range of venue types and sizes, and regional locations, we came away with the following recommendations for AVSS to:

- Continue to focus course offerings on emergency preparedness, training, risk mitigation and security operations, which are key areas of emphasis for venues.
- Keep our focus on the "all-hazards" preparedness training that we now provide.
- Streamline the Core Curriculum (Year 1 and Year 2), wherever feasible, in order to reduce staff time away from the office.
- Pursue a formal certification program.

- Make Specialized Courses available in regional locations as 1 ½- to 2-day courses that also can work toward certification.
- Offer a short course (e.g., one day, six hours) specially designed for CEOs.
- Pursue partnerships, where possible, with colleges and universities.
- Continue offering *AVSS E-Update*, which is seen as a value-added membership benefit and a resource that can be shared throughout venue organizations.

Cutting across all discussion were these important themes: Don't sacrifice quality, be sensitive to costs and continue to communicate to your audiences.

Finally, it was mentioned on several occasions throughout the two-hour CEO Forum: AVSS is the *only* program of its kind focused on the public assembly industry. And, that is one of core distinctions: The AVSS curricu-

"The AVSS curriculum has been developed by and for the public assembly industry . . ."

lum has been developed *by* and *for* the public assembly industry, and it is delivered by a faculty of expert practitioners drawn from all fields relevant to venue management today.

We look forward to building on this strong tradition to ensure that AVSS remains the premier training choice for the public assembly industry. We'll continue to keep you informed about our efforts. **VSS**

Frank Poe is Dean of the IAAM Academy for Venue Safety & Security.



