



# The VonFrederick Group

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## A Need To Be Concerned?

Dr. Lionel C M VonFrederick Rawlins

*“We – with God’s help – call on every Muslim who believes in God and wishes to be rewarded, to comply with God’s order to kill the Americans and plunder their money wherever and whenever they find it. We also call on the Muslim community, leaders, and soldiers, to launch the raid on Satan’s U.S. Troops and the devil’s supporters allying with them, and to displace those who are behind them so that they may learn a lesson” (Declaration of War issued by Osama bin Laden, in Afghanistan, February 23, 1998).*

Do some grow faint from the thought of humans stalking other humans and then, like depraved animals, detonate a dirty bomb in the midst of a well-traveled airport, killing and maiming thousands – all in the name of religion? Does it make them shudder to think that their children, attending a matinee show on a Saturday afternoon, could become victims to an exploding backpack left under a seat by an angry soul who disagrees with the American way of life? Would holiday shopping at a mall make you feel any safer? What if it is an assault on a church during mass? How about a middle school being held hostage with your loved ones

inside, while some turbid monstrosity taunts them with death and destruction. If you remembered not too long ago, this transpired in Breslan, Russia. If that is not enough, is it feasible to imagine that a group of men could walk into a hospital armed with high-powered armaments and bombs, and essentially bring down the facility with hundreds of infirmed patients, not to mention doctors, nurses, and visitors?

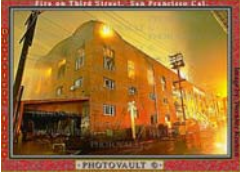
Or do readers become baffled when hearing about employees of organizations and corporations walking into their offices, armed with military style weapons and explosives, resulting in many dead, maimed, and wounded? Are emotions numbed when reading about cruise ships being hi-jacked and passengers robbed and killed, all because of an ideology? Would a train or delivery truck carrying deadly chemicals or fuels in your neighborhood make you cringe, knowing that the driver could have evil machinations? Do others shake their heads in utter disbelief at those who would sever the heads of the innocent, because they were working for an American company in a foreign land? What if citizens were to find out that there have been many attempts to destroy their main bridges during rush hour, or that attempts have been made to annihilate cities by destroying oil facilities in their ports, simply because of a hatred for capitalism?

What has been stated here is real; it is not a figment of anyone’s imagination. These events have already manifested themselves against America and American interests abroad, and if they have not, there are growing societal fears that they will.

There is a calculated plan by terrorists, to attack America where it is most vulnerable - the economy. In the Terrorists’ minds, violating America’s economy would signal a loss of world power, and a prelude to defeat. James Vernon wrote, “Their motivation is to go after the symbols of power because, to their audience, it shows power to those who lack power; in America, that means corporate America”. Corporate leaders are now challenged to face this phenomenon by becoming more strategic, and tactical, if they hope to survive this unconventional and asymmetrical form of warfare on their assets, interests, stakeholders, customers, and employees. This can only be accomplished by being prepared through constant training.

To contact The VonFrederick Group visit:  
[www.vonfrederick.com](http://www.vonfrederick.com) or call 1-877-207-1300

# EMERGENCY PREPAREDNESS @ HOME



**DISASTERS:** They can strike quickly and without warning! They can force you to evacuate your home or confine you to your home. What would you do if basic services weren't available? Can you survive until local relief workers are able to make it to your home? Remember, in a disaster, there are many who need relief efforts. What can you do yourself to help your situation?

Families can and do cope with disasters by preparing in advance and working together as a team. Follow the steps below to create your family's disaster plan. Knowing what to do in a disaster/crisis is a large portion of the challenge in family preparedness and it is your responsibility.



## 1. Learn About The Risks In Your Area

- What are your likely natural disasters?
- Learn about your communities' warning signals
- Learn about available shelters and relief agencies
- Learn about ways to care for pets after a disaster
- Find out how to help Elderly or the Physically Challenged in your home

## 2. Create a Disaster Plan

- Meet with your family and discuss why you need to be prepared and how you will do it
- Explain dangers of fire, flood, earthquakes and severe storms to your children
- Discuss emergency steps to react and respond to disasters –map them out
- Pick two meeting places: One right outside your house for a sudden emergency and one outside your neighborhood in case you cannot return to your home
- Ask an out-of-state friend or relative to be your “family contact.” After a disaster, it is often easier

to call long distance. Other family members can call this person and tell them where you are.

- Discuss steps through your house for an evacuation – map it out. Who and what will you take with you? What do you do if it is a fire?
- Plan for needs at work, for children at school and daycare. What is your plan?

## 3. Put Your Plan Into Action

- Post Emergency Telephone Numbers by your phone
- Teach Children how and when to dial **911**
- Show each family member how and when to turn off all utilities at the main switches
- Make sure you have adequate insurance coverage including renters insurance, earthquake insurance. Vital documents?
- Show family members where and how to use the fire extinguisher
- Install quality smoke/gas heat detectors on each level of the home and in several places
- Put together a 72-hour disaster kit. Have it in an easily accessible place and easily carried with you

- Take a Red Cross First Aid and CPR class
- Find and discuss two ways out of each bedroom.  
Provide soft ladders for a two story emergency exit

#### 4. Practice and Maintain your Plan

- Quiz your kids every 6 months to refresh memories
- Conduct Fire and Emergency Evacuation drills
- Replace stored water every 3 months and food every 6 months
- Test and recharge Fire Extinguishers
- Replace batteries every 3 months in Flashlights and Radios



### Employee Financial Education in Times of Crisis

Corporate chieftains have a fiduciary responsibility to their respective shareholders. Acts of economic depression due to domestic terrorism, corporate scandal, or industry sector failure has an inverse affect on the exchanges, which creates a flow of capital from the equity markets to the bond markets at exponential speeds. The transition of capital causes adverse conditions in the market, and a corporation's financial statement can change drastically within minutes. Organizations do not necessarily need to be the primary target of attack to endure financial demise. The entire airline sector nearly crippled itself permanently after the 9/11 disaster, and it is questionable if the industry will re-gain permanent ground in the near foreseeable future. In many cases, key corporate leadership takes the position that their respective industries are not targets for threats, and they build their financial models around continued growth. Furthermore, upper level management often takes the opinion that as personal stakeholders, they can preserve balance within the corporation by maintaining their positions in the market during crisis situations.

A component that is often left missing in corporate models is education through the hierarchical structure of shareholders internally to maintain vitality in depressed times. Leadership begins with internal education of the marketplace; planning a logical plan to uphold financial dynamism is critical.

Great business is not built from guessing what profitability will be in the future; nor is the element of surprise left to be determined after a catastrophic event. The primary leadership question should be: "Do you know what Bob Smith in department XYZ will do with his stock in a case of domestic terrorism"? If the answer is "no", then work needs to be done.

Dr. Melissa Katherine Luke ([Melissa@vonfrederick.com](mailto:Melissa@vonfrederick.com)).



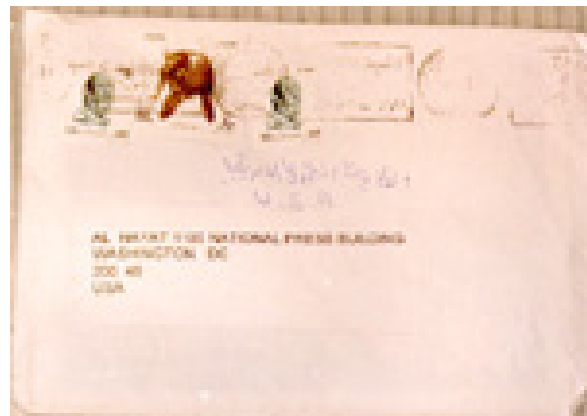


## IDENTIFYING A BOMB

Letter and package bombs can be very dangerous and destructive. However, unlike a bomb that goes off suddenly and with no warning, they can be identified. Observe the following procedures and warning signs.

### HOW TO DETECT A LETTER BOMB

1. If a carrier delivers an unexpected bulky letter or parcel, inspect it for lumps, bulges, or protrusions, without applying pressure. Check for unevenly balanced parcels.
2. Handwritten addresses or labels from companies are unusual. Check to see if the company exists and if they sent a package or letter.
3. Be suspicious of packages wrapped in string – modern packaging materials have eliminated the need for twine or string.
4. Watch out for excess postage on small packages or letters – this indicates that the object was not weighed by the post office. It is no longer legal to mail stamped parcels weighing more than sixteen ounces at mailboxes in the United States – they must be taken to the post office.
5. Watch out for leaks, stains (especially oily stains), protruding wires, or excessive tapes.
6. Watch out for articles with no return address or a nonsensical return address. Click on item below to enlarge.  
(Piven and Borgenicht)



**FOR IMMEDIATE RELEASE!**  
**4 OCTOBER 2004**

Contact: Melissa Luke  
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**NOT IF! WHEN?**  
**Anti-terrorism Expert Returns from Middle East to Educate  
Regional First Responders in Lewiston**

LEWISTON, ID, October 4, 2004 - Doctor Lionel VonFrederick Rawlins, an expert in Corporate and Maritime Espionage and Terrorism and President and CEO of The VonFrederick Group, will be the Key-note Speaker at the Institute of Emergency Management's Emergency Preparedness Training Conference on Thursday, October 7, 2004 at 12 noon. The conference will be held at the Red Lion Hotel, in the Seaport Room, in Lewiston, ID

Rawlins' keynote will identify and define the risks in our region, discuss best practices and tactics used to respond to risks, as well as emergency preparedness and response training for both domestic and foreign threats.

The conference will be held by Idaho State University and funded by the U.S. Department of Homeland Security.

Doctor Lionel C. M. VonFrederick Rawlins is the President and CEO of The **VonFrederick** Group, a Sacramento, CA, based counter-terrorism organization. Lionel's military intelligence background as a United States Marine has provided him with a solid expertise in terrorism and suicide bombers/homicide bombers; he is also a well-known criminologist and lecturer. He co-authored the book, *The Anatomy of Genocide: State Sponsored Killings in The 21st Century* as well as other published articles on genocide and terrorism.

Dr. Rawlins has also appeared on numerous television interviews, talk radio, and radio stations, discussing homeland security and terrorism issues, as well as criminal profiling and criminal behavior. Prior to founding The **VonFrederick** Group, he has been an adjunct professor, public speaker, executive director and administrator for several non-profit organizations, school security consultant, security consultant for several major theme parks, and worked in military intelligence.

For more information, visit The VonFrederick Group at [www.vonfrederick.com](http://www.vonfrederick.com) or to arrange an interview, please contact Melissa Luke at (208) 794-1832 or email at [mluke@email.uophx.edu](mailto:mluke@email.uophx.edu).

For additional information on the conference visit:  
[http://www.isu.edu/idiem/emergency\\_preparedness\\_conf\\_shtml](http://www.isu.edu/idiem/emergency_preparedness_conf_shtml)

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## IMMEDIATE RELEASE

4 OCTOBER 2004

Contact: Melissa Luke  
(208) 794-1832

### Anti-Terrorism Expert to Speak at Regional Emergency Preparedness Training Conference in Lewiston

Spokane, WA, October 4, 2004 - Dr. Lionel Rawlins, an expert in Corporate and Maritime Espionage and Terrorism and principle of The VonFrederick Group, will speak at the Institute of Emergency Management's Emergency Preparedness Training Conference at the Red Lion in Lewiston, ID, on Thursday, October 7, 2004, at noon. His speaking points will cover proactive risk analysis, as well as preparedness and response training for both domestic and foreign threats. Dr. Rawlins will be available in Spokane, WA, on Friday, October 8, 2004, to speak with the media. This conference is put on by Idaho State University and funded by the U.S. Department of Homeland Security.

Doctor Lionel C. M. von Frederick Rawlins is the President and CEO of The **VonFrederick** Group, a Sacramento, California, based counter-terrorism organization. Lionel's military background as a United States Marine has provided him with a solid expertise in terrorism and suicide bombers/homicide bombers; he is also a well-known criminologist and lecturer. He co-authored the book, *The Anatomy of Genocide: State Sponsored Killings in The 21st Century* as well as other published articles on genocide and terrorism.

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THE VONFREDERICK GROUP WILL ANSWER ANY QUESTION REGARDING HOMELAND SECURITY

