

June 26, 2006

William H. Macey, Ph.D.
CEO
Valtera Corporation
1701 W. Golf Road
Tower II, Ste 1100
Rolling Meadows, IL 60008



Dear Bill,

I'm writing in my capacity as (a) a founding member of the Katrina Aid and Relief Effort (KARE) of SIOP and the Society for Consulting Psychology (Division 13); and (b) as Chair of KARE's two-day special program in August, at the APA convention in New Orleans. As you know, our purpose is to help New Orleans and other Gulf Coast businesses and professionals who were severely impacted by hurricanes Katrina and Rita last year, recover and rebuild their businesses, careers, and lives. What we are doing is described below – and in Attachment I.

First – many thanks again for agreeing to be present there from time to time as you can be!

We are seeking sponsors for our outreach volunteer work; and I'm writing to see if Valtera would be willing to be a sponsor of the APA event – and/or to make a donation to KARE to help cover travel expenses of our volunteers engaged for pro-bono work to impacted companies. The SIOP Administrative Office is managing the donations and reimbursements for us.

Background

Within days of Hurricane Katrina's ripping through the Gulf Coast area and ravaging homes, businesses, and lives, concerned members of the Society for Industrial and Organizational Psychology created KARE (Katrina Aid & Relief Effort). SIOP was soon thereafter joined by the Society of Consulting Psychology (Division 13). KARE's goals are to support and assist members and student affiliates who were affected by the storm; and first responders, businesses, workers and workplaces damaged or devastated by the disaster. Early on, their needs were to survive. Now they are struggling – even almost a year later – to rebuild their businesses, careers, and lives. It is now that businesses and people can most benefit from the kind of work that we I/O and consulting psychologists do.

We have assembled a volunteer network of industrial-organizational and consulting psychologists who are offering their services on a pro-bono or expenses-only basis to New Orleans and other Gulf Coast businesses who were severely impacted by the

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hurricanes last year. We are already providing our services to the Louisiana SPCA (I'm a consultant on that project) and the Audubon Society. And now that we have engaged a New Orleans PR firm to help us with the APA event, we are beginning to get a number of requests for help.

At the APA convention in New Orleans, KARE is hosting a two-day event **August 11 and 12** in a large ballroom at the Wyndham Canal Place hotel to reach out to local businesses and individuals in the business community. The program consists of:

A. On-site pro-bono consultations, including . .

- Managing change
- Managing stress
- Staffing / hiring / retaining employees
- Motivating people and boosting morale in difficult times
- Getting great performance from the people you have
- Employee training - building / rebuilding job skills
- Leader development and Succession Planning
- Employee surveys to assess worker attitudes and well being
- Job search strategies / rebuilding one's professional career
- Organizational effectiveness
- Healing wounds and taking back control of your career and your life --- turning adversity to advantage and strength
- Leadership and Management Team Building

B. On-site workshops

1. Understanding and Managing Stress
2. Selecting and Retaining Employees
3. Managing Change and Turbulent Times
4. Managing a Diverse and Changing Workforce

C. Linking individuals and businesses with appropriate volunteer experts

In order to ensure that this event is maximally effective in reaching and helping New Orleans and other Gulf Coast businesses, we engaged a local New Orleans PR firm to handle PR and manage the event for us. For the very modest fee of \$7500, they are (a) putting out press releases to all the media, (b) negotiating low rates for facilities (\$300 per day for 5,000 sq ft ballroom / 2 days at the Wyndham Canal Place -- originally quoted to us as \$2500 per day!) Aug 11 & 12; (c) placing announcements in all local communication media and to every building management company to distribute to all their tenants; (d) creating signage to post at the Mall and inside the ballroom; (e) connecting us with the appropriate local government and civic leaders; and arranging for TV coverage during the event.

Our total budget for the APA event is \$10,000. And we'd also like to be able to help defray travel expenses for our volunteers who will provide pro-bono consulting services after the convention. Our long term intention is that KARE evolve into general Disaster Relief entity -- ready to mobilize in the wake of any disaster.

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We are seeking sponsors to (a) help underwrite the APA conference initiative and/or (b) support the effort by helping to fund the travel expenses of our cadre of volunteer consulting psychologists. Most of the pro-bono services will, of course, occur after the convention.

Request

I'm writing to ask if Valtera Corporation would be a sponsor – or make a donation? We're seeking **sponsorships** from **\$1,000 to \$5,000**; and/or smaller donations in any amount. As a Sponsor, your logo, signage, brochures, etc. (please provide) will be displayed on site – inside and outside the event room, as well as at the Convention Center, in proportion to the amount contributed. We will list Valtera as KARE's sponsor in our announcements and PR campaign if we receive your response by **July 20** – as well as after the convention in all our post-APA communications.

Contributions should be made payable to “SIOP”, designated for “KARE”, and mailed to:

Mr. David Nershi
Executive Director
SIOP Administrative Office
P.O. Box 87
520 Ordway Ave.
Bowling Green, OH 43402-0087

Thank you so much for your consideration, Bill. Please call or e-mail me if I can answer any questions or provide more information.

Best regards,

Vicki V. Vandaveer

Vicki V. Vandaveer, Ph.D.
Chair – KARE APA2006
832-724-7151 (c)



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Psychologists Aid New Orleans Business Recovery

The effects felt by residents when Hurricane Katrina ripped through Gulf Coast communities on August 29, 2005, are still a lingering reality. As rebuilding in and around New Orleans continues, thousands of psychologists will visit the Crescent City as part of the American Psychological Association's annual convention August 10-13. Most will be presenting or attending sessions, catching up with colleagues and making new friends. Quite a number of psychologists will also be using their talents to help the business community heal its wounds and get back on its feet.

Just days after Katrina stormed ashore, the Society of Industrial and Organizational Psychology (SIOP) formed the [KARE](#) (Katrina Aid and Relief Effort) committee under the leadership of Dr. Leaetta Hough, President of SIOP, and Dr. Steven Rogelberg, the first Chair of KARE. The goals of the committee were to support and assist members and student affiliates who were affected by the storm, first responders, and businesses, workers and workplaces damaged or devastated by the disaster. SIOP was soon joined in its work by the Society of Consulting Psychology (Division 13 of APA).

KARE's Web-based "help and response" center, received thousands of hits and nearly 100 e-mails offering pro bono consulting help were received. Other messages offered internship opportunities, housing assistance and office space. In a few cases KARE worked with journal publishers to help rebuild destroyed personal libraries.

Dr. John Fennig, a member of Divisions 13 and 14, now chairs the KARE committee. "We're very privileged to serve organizations that are very capable and have means to access help," said Fennig. "Now we've been called upon to help those who may not be able to access us as readily. KARE is a means to reach out in ways we don't normally have to."

The APA convention in New Orleans offered an ideal opportunity for KARE to continue its work in the community. Industrial-organizational and consulting psychologists are often referred to as business psychologists working at the interface between human behavior and business, and so are well suited to provide services helping people rebuild their work lives and organizations. The group will be staffing a booth in conjunction with the APA meeting.

"We're doing this because we care," said Dr. Vicki Vandaveer, who is chairing the KARE committee's APA project. "We want to help New Orleans and other Gulf Coast areas hard hit by Katrina and Rita recover. And now is the time when businesses may most benefit from the services that I-O and consulting psychologists can provide. We will be linking individuals and businesses to appropriate I-O and consulting psychologists who are offering their expertise and talent - as much as possible on a pro bono or expenses-only basis."

The KARE booth, to be located at the Wyndham New Orleans at Canal Place, 100 Rue Iberville, will have presentations on August 11 and 12 designed to help business leaders in the areas of talent attraction, re-hiring, re-grouping and building a strong leadership team. Customized consultation is available on a walk-in or appointment basis.

According to Vandaveer, for two full days industrial-organizational and consulting psychologists will be offering (a) on-site pro-bono consultations to businesses and individuals, (b) on-site workshops, and (c) linking businesses and individuals in need with



ATTACHMENT

appropriate volunteer psychologists for consulting/advisory services after the convention— primarily in the areas of:

- Managing change
- Managing stress
- Staffing / hiring employees
- Retaining employees
- Motivating people and boosting morale in difficult times
- Getting extraordinary performance from ordinary people
- Employee training - building / rebuilding job skills
- Leader development and Succession Planning
- Employee surveys to assess worker attitudes and well being
- Job search strategies / rebuilding one's professional career
- Organizational effectiveness
- Healing wounds and taking back control of your career and your life --- turning adversity to advantage and strength
- Leadership / Managing Team Building

Fennig points out that help is needed from those attending the APA conference (meeting and greeting clients) and also those not in attendance but willing to offer "time and treasure" to help the effort. Although the APA project is a very visible outreach, the KARE commitment extends beyond the August conference. KARE is working to provide consultation to the Louisiana Society for the Prevention of Cruelty to Animals and the Audubon Institute (aquarium and zoo) with special attention to leading and managing change, leadership team development and managing stress.

With a total loss to the aquarium and one of the Audubon nature sites, the institute, a 900-employee organization is down to about 350. Remaining employees are also dealing with hurricane aftermath themselves, while holding down their day jobs. The human resources staff that once numbered seven is now down to two.

KARE is currently assisting the following organizations:

1. Louisiana SPCA – Stefanie Spera – lead consultant; Vicki Vandaveer and Tracy Rizzuto – project consultants.
2. Audobon Society – John Fennig – lead consultant

KARE is soliciting volunteers, including students, who can help the zoo with the following tasks:

- Automating their application process in some simple but effective manner – 200 different jobs – to gain efficiencies and "hurricane proof themselves" with an electronic process rather than paper.
- Looking at their evaluation process and how/if to tie to merit pay
- Salary help
- Find ways to coordinate HR things among the several organizations within the Institute

To volunteer at the APA conference, please contact [Vicki Vandaveer](#). To volunteer service or support the KARE project, please contact [John Fennig](#).

KARE Team

Adrienne Colella – Director, Logistics – New Orleans
Alan Davidson, Ph.D.
Jim Diefendorff, Ph.D.
John Fennig – Chair, KARE
Dave Nershi, CAE – Executive Director, SIOP
Donald Truxillo, Ph.D.
Vicki Vandaveer – Chair, KARE-APA2006

KARE APA Extended Team

Greg Gormanous, Ph.D., KARE-APA2006 – Liaison – Louisiana Licensing Board and State Government
Nic Bencaz, KARE-APA2006 – Logistics Team
Diana Clarke, Ph.D.
John Cornwall, Ph.D.