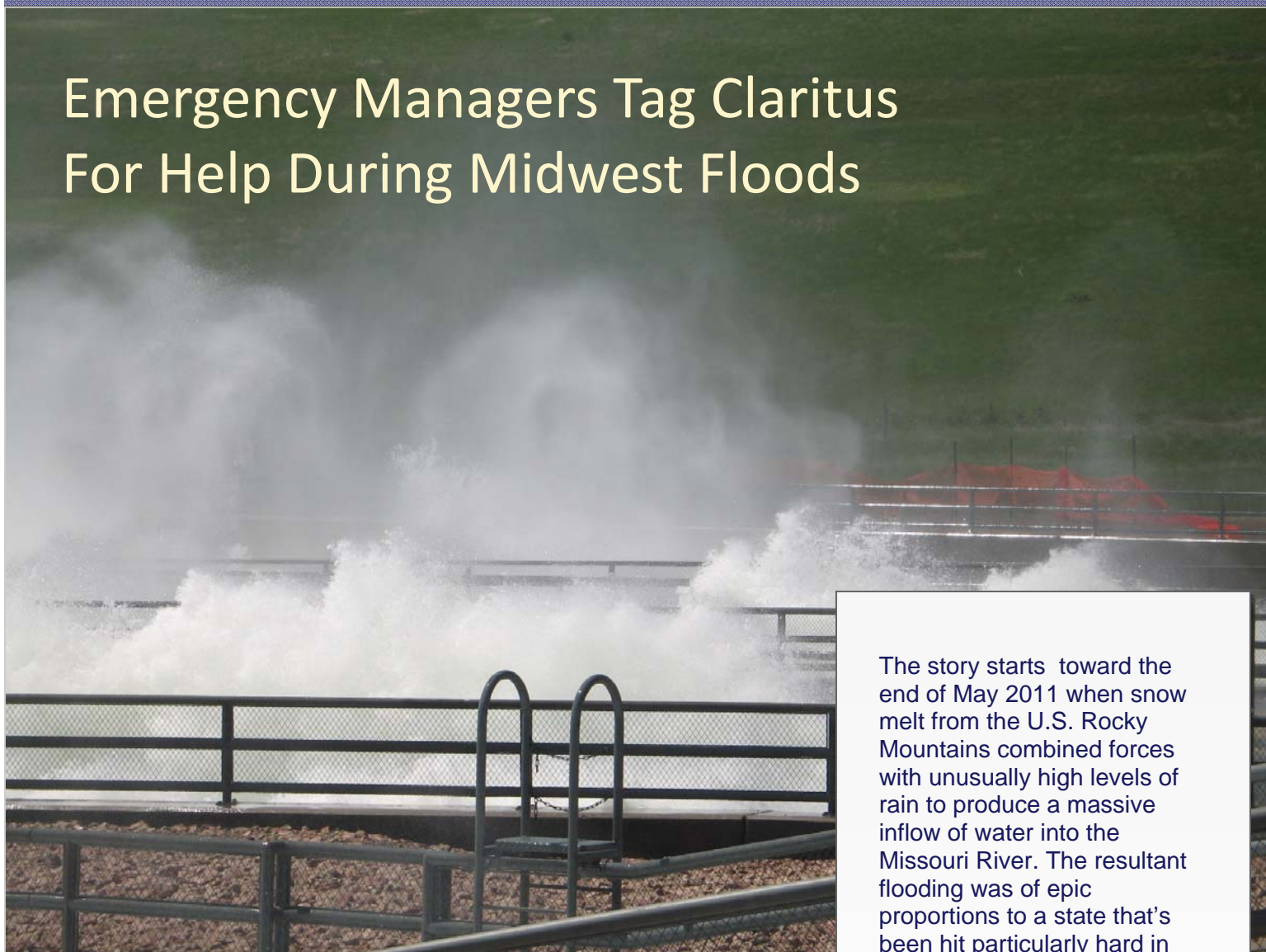


## Emergency Managers Tag Claritus For Help During Midwest Floods



When flooding hits a massive area, you can't appreciate the magnitude of time and talent it takes to keep things under control. Jeff Krell knows this first hand from his experience with the recent flooding that hit parts of South Dakota and neighboring Midwestern states. The Claritus CEO was there to see it all along with other staff members who lent support and identification systems to emergency responders and coordinators working on site.

The story starts toward the end of May 2011 when snow melt from the U.S. Rocky Mountains combined forces with unusually high levels of rain to produce a massive inflow of water into the Missouri River. The resultant flooding was of epic proportions to a state that's been hit particularly hard in recent history. In the past five years, South Dakota has experienced seven federally declared disasters. The state government itself has an entire webpage dedicated to flood related information and publications to keep residents and businesses alike prepared and ready to mobilize.



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## A Claritus solution reigns in the chaos.

So when the unprecedented flooding loomed large on the horizon, Claritus immediately got in touch with the emergency managers for Homeland Security in South Dakota and offered time and assets that would help put order into a potentially chaotic scene – identification card systems used to organize and track the personnel, residents and property owners accessing flood damaged areas.



In truth, the systems are better described as kits, ruggedized enough to be waterproof and loaded up with computer, printer and bar code scanner - 85 in all deployed throughout the Midwest including Pierre, the state capital itself.

Emergency response teams used the Claritus kits to issue legitimate ID credentials to local law enforcement, relief crews, volunteers, and property owners. This encompasses staff from Police Departments, State Homeland Security, American Red Cross and workers manning an Emergency Operations Center built for incidents like this one. The cards also feature bar code technology that captures the traffic and man hours being applied to the situation which factors into Federal relief money later on in the process.

Yet the story isn't solely about the ID cards, but rather what they represent in data capture technology. "Having the ID systems in the field as fast as we got them there made a big impact on the deployment speed of resources," Krell said. "When you have an event of this magnitude with such a variety of organizations and people involved, it can be difficult to keep things organized. We learned that in 9-11. But when you can come in and deliver a workable solution that reigns in the chaos, you've got something of great value. That's what these kits represent."

To put you closer to the scene, imagine outputting more than 2,000 ID cards in one day at one site. That's a wide variety of cards for some very anxious property owners and for relief workers and

emergency management personnel.

Blue for law enforcement. Green for operations. Orange for residents. During the earlier stages of the flooding, Claritus sent Krell and Jim Williams, Product Specialist, Emergency Management Systems, up to the EOC to demo, train and assist staff with the systems, ensuring everyone knew how to use the technology from the handheld scanners on up to the operating system itself. Claritus spent 300 hours or more in time donated toward the effort, plus a combined 4,000 miles drive time over the course of 45 days.

It was a huge undertaking when you look at the breadth of assets being deployed along the flood line.

That covers six dams along a some 700 miles of river from Pierre to the Kansas Border. When you have that kind of distance, you need to have every major department as well coordinated as it can be, and the Claritus kits really helped them stay in control and organized.

"That's why we continued to work with Homeland Security at the state level to set up further contingency plans that promote visibility and good control among responders and emergency management coordinators," Krell says. "This last incident gave us the chance to serve the state as a consultant and the systems we brought to the scene proved their worth."



Photos Above Flood waters hit close to home in Pierre, SD. Inset: Relief valves were opened to take pressure off one of the several dams along the flood line. Below left: Claritus Product Specialist for Emergency Management Systems, Jim Williams sets up a EEMS kit at the command center while Service Manager Chris Lipp trains emergency personnel (right).