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News Release

IAEM Endorses New National Logo for Emergency Management

November 30, 2006 (Falls Church, Va.) – Today, the presidents of the International Association of Emergency Managers (IAEM) and the National Emergency Management Association (NEMA) unveiled a new national symbol to promote Emergency Management and to help Americans understand how and why it is so important to their lives, and to inspire people to become more involved in their own protection and preparedness. The new logo was unveiled in Washington, D.C., by FEMA Director David Paulison, DHS Undersecretary for Preparedness George Foresman, NEMA President Albert Ashwood, and IAEM President Mike Selves.



The symbol's three stars remind the public that local, state and Federal levels are all vital in preparing for and responding to emergencies. "One of the biggest challenges emergency managers face, as a profession, is dispelling the misconception that our function is simply the sum total of the efforts and resources of the emergency services," stated IAEM President Mike Selves. "The public can identify with firefighters, police and EMTs. However, the idea that there is a profession of public administration, called Emergency Management, whose job is to facilitate the creation of basic disaster policy framework and to coordinate the implementation of the policy during a disaster, is not well understood. Our job ties together not only the responders but also the decision makers, public and private agencies not normally associated with emergency response and a whole array of other elements of the local community before, during and after any disaster event."

The slogan under the logo, "Public Safety, Public Trust," is important. Our hope is that when people see this symbol on Web sites, on the sides of government vehicles, on crates of emergency supplies and on preparedness material, they will recognize the efforts to make their lives safer and more secure. Hopefully, the public will become more involved in the process by taking responsibility to protect their lives, families, homes and businesses. Citizens need to pay attention to what their local, state and Federal governments are doing. They need to know who their local emergency managers are, care when budgets for first responder services are cut, and demand that Congress and State legislatures adequately fund emergency management programs across all levels of government.

"Because of our desire to effectively address these challenges, IAEM is committed to working in close partnership with NEMA and FEMA to re-establish the time-tested concepts of an integrated and comprehensive National Emergency Management System. The unveiling of our new logo is a significant step in this joint effort," concluded Mr. Selves.

The International Association of Emergency Managers (IAEM) is a non-profit organization consisting of nearly 3,000 emergency management professionals from local, state and the federal governments, military, private industry, and volunteer organizations. IAEM has consistently promoted the goals of saving lives and protecting property during emergencies and disasters since its founding in 1952 as the U.S. Civil Defense Council.