

## SouthernLINC Wireless Connects Lakeshore Foundation's Operation Rise & Conquer Staff

*Camp helps injured military personnel regain active and independent lives*

Nearly two dozen military service members who were severely injured in the line of duty gathered in September 2008 to participate in Operation Rise & Conquer, an outdoor adventure weekend created by Birmingham, Ala.-based not-for-profit organization, the Lakeshore Foundation.

The outdoor recreation weekend was held at Alabama's Special Camp for Children and Adults (Camp ASCCA) on Lake Martin near Jackson Gap, Ala. Activities at the secluded campground included water skiing, scuba diving, canoeing, kayaking, bass fishing and shooting sports.

Operation Rise & Conquer staff members relied on SouthernLINC Wireless for more than 30 phones equipped with Push To Talk two-way radio (PTT) services to ensure that activities flowed smoothly and remained on schedule.

"The soldiers are disabled and several were in wheelchairs, so that made it even more important for us to have efficient coordination and reliable communications to guide each group to the next activity," said Damian Veazey, Lakeshore Foundation's director of communications and membership. "We started the event in 2006, and, over the years, we have learned how to troubleshoot problems, and SouthernLINC Wireless was our best solution. The phones were helpful because we had immediate contact with volunteers and staff members with the PTT feature."

Specifically, the wireless carrier's off-network two-way radio communications mode, LINCaround™, was a necessity in such a remote location. LINCaround enabled private radio-to-radio communication among camp staff members who were within a six-mile radius of each other.

Lakeshore Foundation is a 501(c)(3) organization that promotes independence for persons with physically disabling conditions and provides opportunities to pursue active, healthy lifestyles. Operation Rise & Conquer is a fully accessible outdoor experience for U.S. servicemen and women who have sustained serious injuries, including amputation, visual impairment, and spinal cord or traumatic brain injury, from recent warfare in Iraq, Afghanistan and other locations around the world. It is part of Lakeshore Foundation's Lima Foxtrot programs designed to help wounded veterans regain active and independent lives through recreation and sport. Other Lima Foxtrot programs include Operation Endurance, Operation Night Vision, Operation X-Sports and the U.S. Paralympic Military Sports Camp.

## LAKESHORE FOUNDATION

Category: Not-For-Profit

### BENEFITS

SouthernLINC Wireless improved communications for the staff of Lakeshore Foundation's Operation Rise & Conquer in the following ways:

- **Efficiency:** Running an outdoor camp for disabled military veterans has many logistical challenges, making efficient wireless communications vital to the effective coordination of camp activities.
- **Immediate Communications:** Push To Talk (PTT) two-way radio service from SouthernLINC Wireless enabled staff and volunteers to immediately communicate with each other.
- **Reliability:** SouthernLINC Wireless is known for reliable wireless communications, even in isolated areas. While implementing Operation Rise & Conquer at a remote campground, Lakeshore Foundation's staff communicated via LINCaround™, an off-network PTT two-way radio feature.