

## Last Chance to Register

## 15 Steps to Earthquake Readiness



### EPICC Forum 2009

April 27th to 29th, 2009  
Vancouver, BC

### Plan for Tomorrow, Today!

Delta Vancouver Airport Hotel

Visit [www.epicc.org](http://www.epicc.org) for more information  
or email [anunez@venuewest.com](mailto:anunez@venuewest.com)

### Workshops!

- “Social Engineering and Insider Threat”
- “Strategic Crisis Leadership”
- “Business Continuity Course”
- “Incident Command System Fundamentals”
- for Business”
- “Crisis Response in an Office Environment”
- “Lessons from the Past: Ideas for the Future”

### Case Studies!

- “The Broadway Explosion”
- “Downtown Vancouver Power Failure”
- “Spa Utopia Fire”
- “Hot Air Balloon Crash”

The key to Business Earthquake readiness is planning ahead before the Earthquake. Being aware of hazards is a very important step.

EPICC has designed a 15 steps guide to assist businesses prepare and recover from Earthquakes and other Disasters.

Each Month we will review 2 of the steps with you, so stay tuned to get your complete list.

#### **1: Brief Staff**

*Tell your staff what they have to do before, during and after an earthquake- at home, at work, in the office, or on the road. The pamphlet “Prepare Now for an Earthquake in BC” is available from your local municipal Emergency Management Office. Give a copy to each employee.*

#### **2: Emergency Supplies**

*Keep enough emergency food, water, heat, lighting and sanitation supplies to last the average number of people on the premises for at least 72 hours.*

For a list of suppliers, please visit our Members sections on the website  
[www.epicc.org](http://www.epicc.org).

# BCM During Economic Recession

An Article by Larry Pearce



The downturn in the economy has created a proliferation of cost cutting and manpower reductions by many businesses as well as by governments at all levels. This short sighted policy flies in the face of recommendations of the economic gurus and think-tanks throughout the world who have recommended that structured spending should be continued. These knee-jerk decisions have resulted in reductions in vital business continuity measures in the belief that by so doing the organizations will save money and will still be able to weather the dangers and risks. The faint hope is that the hazards will take a holiday, and in the case of many CEOs and politicians that the disaster won't happen while they're in office.

In fact, the need for preparedness is greater during times of economic uncertainty. Let's face it when things are rosy slight disruptions in productivity or services can be disregarded or absorbed and easily overcome because business is good. However, when things go south and little problems begin to occur and steps to mitigate or address these issues have been put aside or swept under the proverbial organizational rug under the guise of being a cost saving measure; the house of cards can come tumbling down. Invariable the first things organizations trim back on are: staffing, training, education and awareness, emergency management, and safety and business travel - regardless of the impact these minor costs savings will have on the company's image or label. Realtors are fond of saying that the three most important things to consider when buying

property are location, location, location! Whereas for organizations and in order to protect assets, the three most important things are, reputation, reputation, reputation!

Risks to reputation, or brand image, increase with economic downturns and concomitant loss of markets. It goes without saying that protecting the organization's image is more critical than ever before during difficult times. It is more difficult to find a new customer than it is to massage and look after existing ones; therefore, it is imperative that the organization keep its customer-base well-satisfied. Organizations should have more interaction with their clients and increase their travel to meet client's needs rather than less. Having a strong Business Continuity Plan can give an organization a leg-up on its competitors and an organization that is seen to have a tried and tested program can often win the day.



Often organizations faced with cost-cutting policies will take the so called easy route, and without realizing it, cut everything that is not seen as a profit generator. They did what they thought was right not what was the right thing to do. Over the years the need to have Business Continuity Management (BCM) plans in place has been recognized and doable when business is good. Exercising the plans is recognized as necessary. However, this fades quickly when things are tough and managers are faced with cost cutting giving little regard to the impact of that their plans may not meet the challenges that may be lurking.

Let's face it. Organizations have to bite the bullet and they must continue to provide and nurture their BCM, during times of economic recession Organizations cannot afford to neglect their BCM program as it is a vital resource to their sustainability.

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## Upcoming Events!

### Strategic Crisis Leadership

5 hour seminar (9:00 am to 3:00 pm) JIBC  
in New Westminster.

**April 24/09**

For more information visit

<http://www.jibc.ca/emergency>

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## Coming Soon!

### Disaster Forum 2009



**May 11-14, BANFF ALBERTA**

**PLAN TO TAKE ACTION!**

[www.disasterforum.ca](http://www.disasterforum.ca)

## Save the Date!

# 2009 EPICC AGM

**May 26<sup>th</sup>, 2009, 4:00-6:30pm**  
**Sylvia Hotel, Vancouver**

Complimentary Snacks and Refreshments  
Email [info@epicc.org](mailto:info@epicc.org) to reserve a spot.

**\*This is an excellent opportunity to  
network with your fellow EPICC  
Members**

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## Thank You!

EPICC would like to say thanks to members **F.A.S.T Limited** for offering up some of their storage area for EPICC to use and to the **City of Vancouver** for their past support for the use of their storage facilities.

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**If there is anything you would like to see  
on future versions of the EPICCgram,  
submit comments to  
Executive Administrator, Lesley Carew-  
[info@epicc.org](mailto:info@epicc.org)**

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