

4th Annual EPICC Seminar "What is the Secret Ingredient to Making a BCP a success?"

Friday September 19th, 2008

(held in conjunction with Business Continuity
Awareness Week- September 15-19, 2008)

Dunsmuir Lodge, Victoria BC



**EPICC MEMBERS- \$80
NON-MEMBERS- \$120**

**Included is a list of the Speakers and
Presentations for this Seminar.**

An Introduction to EPICC

- Lisa Benini, EPICC Board of Directors
- Wes Shoemaker, Associate Deputy
Minister, Emergency Management BC

Reading between the lines of the BCM Professional Practices

- Sean Lawson, Managing Partner, Linc
Group

*Three necessary ingredients to a successful
Business Continuity Program: the right
people, the right processes and the right tools*

- Michael Carter, Managing Director,
Quantivate LLC

*The next best thing to exercising your BCP is
using it real time*

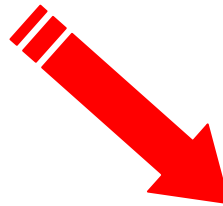
- Cam Filmer, Executive Director,
Provincial Emergency Program

*Business Continuity Planning- The Alberta
Government Perspective*

- Humyra Sabir, Business Continuity
Manager, Alberta Emergency
Management Agency (AEMA)

*Emergency Communications in Large
Metropolitan Areas*

- Hy Freedman, Esquimalt Councillor,
CREST, Capital Region Emergency
Service Telecommunications
- Ken Shymanski, President & CEO, E-
Comm, Emergency Communications for
Southwest BC
- Mike Webb, Manager,
Telecommunications & Systems,
Emergency Management BC



**To register please contact EPICC
604-813-7979 or email info@epicc.org**

Please register by August 31, 2008

Coming Soon!



21st ANNUAL EMERGENCY PREPAREDNESS CONFERENCE

*Sheraton Vancouver Wall Centre Hotel,
Vancouver, BC*

Conference Dates: November 25 - 27 2008
Exhibition Dates: November 25 & 26 2008

Prior to September 19, 2008
\$595.00 + \$29.75 (GST) = \$624.75

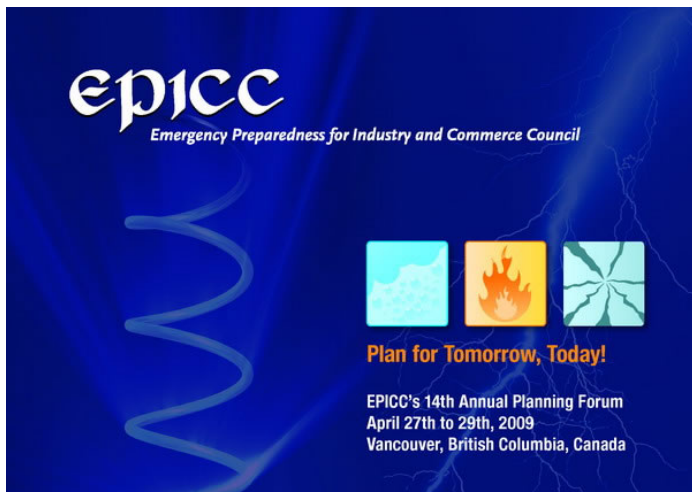
After September 19, 2008
\$695.00 + \$34.75 (GST) = \$729.75

Contact epconference@vancouver.ca

Mark your Calendars!

"Plan for Tomorrow, Today!"

**Program information will be posted on
our web site www.epicc.org as it becomes
available.**



Welcome!

EPICC is pleased to welcome all New Members who've joined this past month. It is great to have such support from all of our Members. Thank you!

New Members:

**Sairra Wanamaker-
Health lines Services BC**

**Provincial Health Services
Authority**

Epicc News!

epicc website

Now that our website is up and running, there are a few updates that still need to occur. If you would like a link to your homepage beside your name in the membership list, please submit the information.

We will be informing all of our Members of their username and password, once we have all the members' only pages available.

Information!

The Canadian Standards Association (CSA) has recently published the final version of CSA Z1600 - Standard for Emergency Management and Business Continuity Programs version 2008.

It is now available for sale in PDF format for \$80.00 and hard copies will be available in about a week. It can be purchased through the CSA website at: www.shopcsa.ca - enter CSA Z1600 in the search bar on the left hand side of the website under PRODUCTS.

Book Review

By Larry Pearce

The Unthinkable: Who Survives When Disaster Strikes - and Why by Amanda Ripley

Crown Publishers, New York , 2008, ISBN 987-0-307-35289-7

Ms. Ripley is a senior writer for *Time Magazine* in Washington D.C. Her disaster reporting recently helped *Time Magazine* win two National Magazine Awards.

The *Unthinkable* speaks to the many possibilities that can occur that would shatter our normal day-to-day lives. Ripley points out that nine out of ten North Americans live in places at significant risk of earthquakes, hurricanes tornadoes, terrorism or other disasters. How will we react if we are faced with split-second choices to save ourselves and our families? What will it feel like? Will anything we've ever learned, or our background, gender, our personality ultimately matter?

Ms. Ripley sets out to discover what lies beyond fear and speculation. She retraces the human response to some of history's epic disasters, from the explosion in 1917 of the *Mont Blanc* munitions ship in Halifax Harbour, the 1985 plane crash in Manchester England that mystified investigators for years, and the story behind the 15,000 people who found their way out of the World Trade Centre on September 11 2001. In order to assist readers in understanding the science behind the stories, Ripley turns to brain scientists, trauma specialists and disaster experts. She asks, "How do we override our worst instincts?"

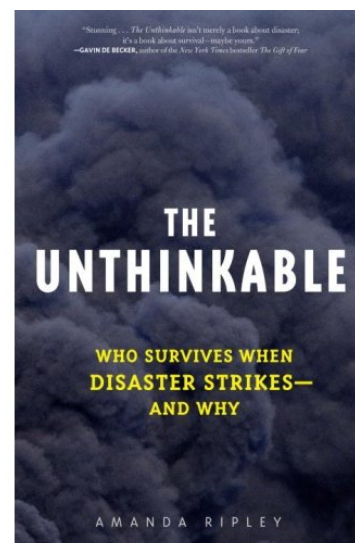
A portion of the book explains that often those persons issuing warnings do not treat us with respect. We must be told *why* we should do something not just *what* we should do. She describes how Walter Bailey, an eighteen-year-old busboy at the Beverly Hills Supper Club,

saved hundreds of lives. He realized that people were either in denial or were paralyzed by fear. Taking aggressive and positive action he went into various rooms of the club warning people by shouting, "There's a fire. Everyone out!" He then began to rescue club patrons, making 10 trips into the burning building, pulling people to safety.

Ripley learns about the wisdom and surprising humanity of crowds, the brain's fear circuits, and the stunning inadequacy of our evolutionary responses and that the human brain can do much, much better with just a little help. Ripley visits the dark recesses of her own imagination and is challenged by agreeing to a brain MRI and being examined by military researchers. She experiences, through realistic simulations, what it could be like to survive a mid-ocean plane crash or escape from a raging fire.

The Unthinkable puts a spotlight on our worst fears and takes us to the edge of our grisliest nightmares and bleakest regions of our imagination. Then it brings us back, and provides lessons to assist us to be more resilient and smarter than we were before.

The book includes a useful *Notes Section* by chapter, an extensive Bibliography and a thorough and useful Index.



If you have anything that you would like to include on the next EPPICgram, please let us know!
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EPICC

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EPICC is pleased to announce our new mailing address and we would like to thank the North Shore Emergency Management Office for providing us the space and for their continued support.

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