

EPICC Forum – May 26th

Once again EPICC held its annual Forum – this time a one-day event at JIBC. We were pleased to have had over one hundred registrants and 13 exhibitors, not to forget about our terrific sponsors and speakers!



The Forum opened with Wes Shoemaker's (then the Deputy Minister, Public Safety and Solicitor General) remarks and then we welcomed Fred Withers (Ernst&Young and Vice Chair Vancouver Board of Trade) who presented his keynote address, "When Big Events Happen." Some of his key messages were:

- Emergency preparedness and business continuity planning are not discretionary budget items.
- Emergency preparedness and business continuity planning will increase employee engagement
- In a crisis focus on your employees and their families first, your business second.

The plenary panel focused on how two businesses and two communities dealt with 2010 – and the presentations by Gary Mathiesen, President & CEO, of Quay Property

Management Corp.; Bernie Magnan, Assistant Managing Director and Chief Economist, Vancouver Board of Trade; Neonila Lilova, Economic Development Manager, City of Richmond; and Sharon Fugman, from the Resort Municipality of Whistler were very well received.

At lunch time the Exhibit Area opened and delegates were able to eat their lunch and tour the exhibits at the JIBC Simulation Centre. It was very well attended with several EPICC members staffing a booth such as – BC Hydro, F.A.S.T., and Krasicki and Ward.



We were also pleased to see Public Safety Canada, and Royal Roads University and JIBC taking advantage of the opportunity to share information with the delegates.

The afternoon panel energized the audience with three different perspectives on managing a pandemic - Dr. David Patrick, from the BC Centre for Disease Control; Peter Borgmann, from Coast Mountain Bus Company, and Dr. Allan Holmes, President of Global Medical Services. The topic was so engaging it was difficult to address all of the questions!

We were fortunate to have EPICC Director, Jim Stanton from Stanton & Associates conclude the day with a presentation on how the field of crisis communications has changed, especially over the past year.

All of the available presentations have been posted on the EPICC site – so if you missed the event you can still read the text. We would like to also thank our moderators for doing a stellar job to keep sessions on track. As well, please visit the site to acknowledge our sponsors – without them we would not be able to hold the Forum at such a reasonable price.

Following the final presentation, delegates had the opportunity to attend the EPICC AGM – it was a brief meeting as the reception was about to start – but we were very pleased to see two new directors appointed to the Board – Murray Day and Julie Topolniski (see welcome on the next page). As well, President Glen Magel thanked our departing Board Members Susan Hyde and Christine Trefanenko for their commitment and work on behalf of the Board.



The reception was a huge success – the food was terrific and it was a fun and welcoming celebration. EPICC was also pleased to make two well deserved presentations announced

by emcee Don Bindon. We were very pleased to present President Jack McGee from JIBC with the Friend of EPICC Award for JIBC's past and on-going support of EPICC – not the least was to host the EPICC Forum this year. As well, EPICC presented the Lifetime Achievement Award to Murray Day, also from JIBC (and now one of our new Directors!).



Murray Day, Don Bindon, and Jack McGee

Delegates had a great opportunity to network, prizes were won, glasses of wine were drunk and food munched on and things started to wind down around 6:30pm.



Not only could we not do without our sponsors and exhibitors, but we couldn't do it without our loyal volunteers – many who have been volunteering for several years. *Thanks to all of you!*



Welcome New Board Members

EPICC would like to welcome

Murray Day,
JIBC



JUSTICE INSTITUTE
of BRITISH COLUMBIA



Julie Topolniski
Providence
HealthCare

We are always excited to have new Directors joining us and we look forward to having them on board.

PortSecure Review, Vancouver. May 26-28

By *Frederick Hoenisch, ABC*
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A business continuity advisor might feel a little out of place attending a port security conference. The annual *Canadian Port & Maritime Security Conference & Expo (PortSecure)* brings together international marine experts to discuss dynamic security responsibilities and concerns.

What caught my interest was Transport Canada's (TC) Maritime Commerce Resumption (MCR) initiative being piloted at the Port of Metro Vancouver (which no doubt was selected in preparation for the 2010 games). In a nutshell, MCR guides the maritime industry to quickly re-establish the flow of shipments and people following a disruptive incident.

From a distance Business Continuity and MCR look synonymous; however, following their presentations Pat Docking (TC) and Allan Galambos (EMBC) made me aware of one key difference: "BCP looks inward - MCR looks outward."

Initially I struggled with that statement, but came to understand that MCR focuses on the entire industry, its supply chain, and key service providers. Thus, the interdependencies and relationships with Critical Infrastructure (CI) play an even larger role in MCR.

MCR is another recent example of the kind of positive involvement the Federal Government is providing to promote resiliency within business. Hopefully, the trend will continue and all levels of government will find ways to support continuity of operations by offering incentives such as: reduced fees, lower premiums, expanded access to programmes, etc...

Mark your Calendars



Friday, September 17th, 2010
EPICC Annual Victoria BCP Seminar.

***"Do you have an executable BCP
or is it collecting dust?"***

8:00am to 4:00pm

Location to be determined.

Visit www.epicc.org

Contact Lisa Benini

ltbenini@shaw.ca for more details.

Coming Soon

23rd Annual Emergency Preparedness Conference



DECADE FOR CHANGE

Nov. 23, 24, 25

Visit www.jibc.ca/epconference/
For more information

The YouTube Revolution is With Us

By *Jim Stanton,*
EPICC Director



When YouTube first came on the scene it was dismissed by mainstream communicators as one of those blips on the radar screen that would soon pass on.

How wrong can you be?

Today we see YouTube used by media-savvy U.S. politicians. When President Obama was running for the presidency, his communication staff prepared brilliantly crafted YouTube productions that achieved an estimated 14.5 million viewing hours. How could one ever hope to obtain that sort of reach with a regular TV commercial?

Canada's Prime Minister, Steven Harper, has gone the YouTube route as well to reach the younger demographics and was successful in getting his messages across.

Susan Boyle's, I Have A Dream CD had 400 million video hits on Web sites within nine days. The Los Angeles Times said, "Her popularity on YouTube may in part be due to the broad range of emotion packed into a short clip which was perfect for the Internet." I Have a Dream is the fastest selling CD in history, all due to YouTube.

The Federal Bureau of Investigation, the Royal Canadian Mounted Police and many state and local police agencies are now producing videos to be shown on YouTube as an extension of the old Crime Stoppers programs. These are meeting with increasing success in nailing the bad guys.

New York City's prestigious Guggenheim Museum and YouTube recently launched a competition to search for the most creative videos and expand on the idea of what video can be. Named "YouTube Play." A Biennial of Creative Videos," the project will select 20 videos to be presented at the Guggenheim on October 21st and simultaneously in Berlin, Bilbao and Venice.

Guggenheim Foundation Deputy Director, Nancy Spector said, "We're not looking for what is now, we're looking for what is next."

You know you have created an instrument of change when governments want to shut you down. Iran and North Korea, to name just two countries, have both implemented powerful national firewalls to block access to YouTube because they want to control what their citizens can see.

Psiphon, www.psiphon.ca is a Web proxy designed to help Internet users securely bypass the content-filtering systems used to censor the Internet by governments. Psiphon was developed by the Citizen Lab at the University of Toronto, building upon previous generations of Web proxy software

systems, such as the "SafeWeb" and "Anonymizer" systems.

In 2008 Psiphon was spun off as a Canadian corporation that continues to develop advanced censorship circumvention systems and technologies. Psiphon maintains its research and development lab and computer network "red team" at The Citizen Lab, Munk Centre for International Studies, University of Toronto.

YouTube also calls into question the need for traditional networks like CBS, NBC, ABC, BBC, etc.

Jeffrey Macpherson has come up with a brilliant idea for TV stardom: use YouTube to create your audience. The 32-year-old Canadian has emerged as an early break-out star in the new era of video podcasting.

Macpherson stars in "Tiki Bar TV," a periodic series of quirky, vignettes -- each lasting only a few minutes. They are available only by download from his web site, www.tikibartv.com or Apple's iTunes service for the iPod.

The series has won a rabid following since debuting last year. Each segment draws approximately 300,000 or so viewers, rivalling the reach of many cable shows.

When disasters occur, folks are on the scene before first responders arrive, streaming live video shots of the incident to the world at large. I would like to suggest YouTube is causing the same shift in literacy as the Gutenberg bible did in 1452-53.

My position is that we have only just begun to understand the power and reach of YouTube.

Earthquake Trivia

What is the biggest recorded earthquake to date?

Earthquake in Chile on May 22 1960, is the largest in the World with a magnitude 9.5 Mw.

How many earthquakes occur around the world each year?

It's estimated that over 1.3 million earthquakes occur each year, but only 1 over 8 Mw.

Which countries have the most Earthquakes?

Indonesia, Japan, Tonga Fiji (some are too small to record, but occurring very often)

Reference- www.usgs.gov



Please let us know if you have any articles or information you would like to submit to future EPICCgrams. We appreciate all input from our members.

Please submit comments to Executive Administrator

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