

## How does Golf impact your BCP?

An Article by

Larry Pearce, ABCP



In the last round of the 2009 PGA tournament, with only a few holes left to play, Tiger Woods lost the lead. Pdraig Harrington, Europe's best golfer, had a melt-down score of eight on a par three and the Championship was captured by an unknown Asian, Y.E. Yang of South Korea. How was this possible? Was it pure chance when the number one golfer in the world stumbled and an unknown won the prize? What was involved? Serendipity for sure; skill, or lack of it, is a possibility; and of course when there is tension and a crisis looms, things can jump up and bite you and can contribute to success or failure. One must plan for the worst!

“What has this got to do with BCP?” you might ask?

Well, there are many parallels.



**Preparation and planning** are key elements for the professional golfer. I believe we all realize how important preparation is to ward off the unexpected. From the professional golfer's perspective it is a critical component: everything from having the **proper equipment**; the right club to meet the requirement; the correct ball to match swing speed; knowing **where the hazards are and**

**how to avoid them**; being familiar with the **terrain** and the course layout; having a **good rapport and communications** with the caddie; and **knowing who the competition will be**, and their strengths and weaknesses. These are just some of the items of which the professional golfer must be cognizant.

**Rehearsal, rehearsal, rehearsal!** Much like the real estate salesman who tells you the three most important things in selecting and buying a property are: location, location, location! The professional golfer spends a lot of time practicing his or her swing, working on techniques to deal with critical shots, bad lies, and unusual ball locations. The professional golfer also learns to **cope with extreme weather** and playing conditions and to have on hand the necessary equipment to deal with the unexpected. When it suddenly starts pouring is not the time to be searching for an umbrella.

**Reconnaissance** is also important - walking the course before-hand, knowing the distances from the various points on each hole and the hazards associated with these and checking the greens and their peculiarities is important. Knowing where the golf course is located and the route and the time required and the best method needed to get there is essential.

**Timings and regulations** control all aspects of play. As already mentioned timing is a critical factor and, as the saying goes, it waits for no one. Tardiness or missing the appointed tee time means disqualification. This simple failure and lack of attention to detail costs the professional dearly and rewards an opponent. The **importance of meeting deadlines** cannot be over-stated.

Rules on how and when one can play must be known and adhered to. Driving your ball into the players in front of you is not only a breach of etiquette but is not “best practice” and must be avoided. Keeping the correct score and **signing off to its authenticity** is also essential and if not followed to the letter, will result in loss of the game and or contract with your opponent. One has to know the **expected standards** and the rules of the game to succeed.

I am also sure anyone who has played golf has experienced slowness of play on the course. **Delay in taking appropriate action** e.g., not playing quickly enough to satisfy the regulations can penalize a player and in some cases result in losing the championship. **Slowness in reaction or implementation** can be catastrophic.

It is critical for a professional to know the strengths and weaknesses of one’s own game and or plan. The professional must **evaluate his or her performance and continually test its outcome** and, thereby, **identify the faults** in one’s technique, golf swing and putting and then **take steps to remedy the faults**.

Golf is a great game. It not only provides challenges, but as well, it builds character, patience and stamina while at the same time affording one an outlet for having fun and relaxation. In summary, **the true professional must anticipate the many and varied pitfalls, have the vision to see the best courses that are open and, more importantly, have the passion to extend one’s reach and to excel in achieving one’s goals**.

What does this mean for the business continuity planner? Well, I hope I have illustrated the parallels and the techniques it reinforces; however, if you do not see the significance then perhaps you should spend more time working on your golf game! Finally, may the wind always be at your back, the fairway straight and wide, never

be in the rough and may you be in heaven a half an hour before the devil knows you’re dead.

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## Social Media Fraud On the Increase

An Article by Jim Stanton



Celebrities, media personalities and athletes are increasingly being misrepresented in the world of social media.

Tony La Russa, manager of baseball's St. Louis Cardinals, is suing the Twitter, claiming that an unauthorized page using his name damaged his reputation and caused emotional distress.

The Philadelphia Daily News recently published comments from Philadelphia Eagles cornerback Asante Samuel's Twitter feed, only to find that his words were being tweeted by an imposter.

Media personality Keith Olbermann also was a victim of Twitter fraud, and CNN recently acquired the rights to CNNbrk (CNN Breaking News), the largest Twitter account on record with 959,011 followers. The account was being administered by James Cox, who is not affiliated with the news station.

This all comes at a time of fierce competition between CNN and Ashton Kutcher to have the first Twitter account with 1 million followers. At the moment, the well known actor has about 941,749 followers and singer Britney Spears is in third place with 926,862 followers.

According to two media experts at Temple University, we should expect more social network fraud, something that local governments should be alert to as they move to embrace these new media tools to communicate with citizens.

Professor Susan Jacobson of Temple's School of Communications and Theater compares Twitter fraud to what happened in the early days of the Internet when regular people would rush to buy

domain names (i.e., [www.madonna.com](http://www.madonna.com)) and then sell them to celebrities for millions of dollars.

Although she questions why the Daily News' journalists didn't check their sources, Jacobson notes in a press release: "We are still in the early stages of social media. These situations are bound to continue to happen until laws are enacted that prevent people from misrepresenting themselves. If social media follows the same model as the web, we will continue to see misrepresentations of celebrities on social media sites."

Frank Farley, another Temple expert on risk-taking adds that people would do something like this for two reasons: malicious or near criminal misrepresentation, or just to have fun by carrying out a prank.

"We shouldn't be surprised by this; I'm frankly surprised we haven't seen more of it. Through social media, we have created the capacity or opportunities for people to take such actions. It's the old 'If you build it they will come,'" said Farley.

*Image from Jeroen Mirck. CC Attribution-Noncommercial-Share Alike 2.0 Generic*

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## Member News!

EPICC would like to welcome new members to our organization.

**Rob Johns, City of Victoria**  
Victoria Emergency Coordinator



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

Upon Membership Registration EPICC had the opportunity to ask the City of Victoria a few questions. Here's what Rob John's had to say:

**What is your business? Local government**

**What is your position in the business? How does what you do apply to business continuity management?**

My Position is the Emergency Coordinator. Emergency Management crosses over into business continuity on a regular basis. Internal planning and readiness and external community contact both require a basic understanding and application of business continuity principles.

**What do you see as the leading issues in business continuity planning for 2010?**

Apathy. There is still an incredible amount of effort required to get support for the most basic of initiatives in many organizations.

**How could EPICC help you carry out your mission?**

Continue to broker networking and the sharing of information.

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## 15 Steps to Earthquake Readiness

**Involving staff is critical to making the plan work-talk to them about what needs to be done and why, as you follow these steps.**

So far we've reviewed steps 1,2,3,4,5,6,7,8,9,10

- 1: Brief Staff**
- 2: Emergency Supplies**
- 3: Assess Building Vulnerability**
- 4: Reduce Hazards**
- 5: Dangerous Goods and Hazardous Materials**
- 6: Assign Tasks to Staff**
- 7: Resources**
- 8: Transportation**
- 9: Vital Records**
- 10: Communications**

### **11: Review Insurance**

Determine your earthquake insurance needs and arrange for additional coverage if required.

### **12: Coordinate Plans**

Coordinate emergency plans with other building tenants, neighbours and business partners

Minimize downtime: Preparing for an earthquake reduces business downtime and speeds up recovery. Through preparation you will :

- Enable staff to recover quickly to support the business when help is most needed;
- Retain existing customers;
- Attract customers from less prepared competitors
- Survive.

Businesses can play an important role in the community's recovery by providing supplies or services needed for rescue, damage control or repair. Responding to this demand not only meets a need, it can also strengthen the image of your business as a good corporate citizen

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**Coming Very soon!**



**22<sup>nd</sup> Annual Emergency Preparedness Conference Nov. 24, 25, 26**

Visit: <http://www.jibc.ca/epconference/index.htm>

**Don't forget to come at visit us at the EPICC booth, located at the bottom of the escalators.**

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**World Response Conference  
on Global Outbreak  
Conference & Exhibit  
November 12th - 13th, 2009  
Monte Carlo Hotel Las Vegas, Nevada**



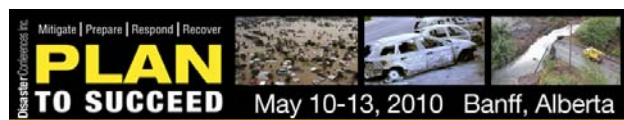
*Presented by Canadian Risk and Hazards Network Association in collaboration with Alberta Emergency Management Agency*

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and click on the 6<sup>th</sup> symposium

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**SAVE THE DATE!!**

**8TH ANNUAL DISASTER FORUM  
CONFERENCE  
MAY 10-13, 2010  
BANFF, ALBERTA, CANADA**



**Although, you've probably heard this a million times, EPICC would still like to remind all of our members to take these precautions to avoid contracting the H1N1 flu or any "flu" for that matter.**

**1:** Cough into your sleeve or into a tissue. Immediately throw the tissue into the trash. The virus can float around and transmit to another person within 5 minutes of your sneezing.

**2:** Wash your hands frequently. Whenever you come into contact with someone or a public surface you are at risk of picking up the virus. Hand sanitizers work well, but soap and water are ideally the best solution.

**3:** Don't touch your face, especially your eyes.

**4:** If you are experiencing flu like symptoms, stay home for 24hrs and protect others from picking up the virus.

Please submit any comments to Lesley Carew, Executive Administrator [info@epicc.org](mailto:info@epicc.org)

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