

February  
2010



# BICEPP Bulletin

Business and Industry Council  
for  
Emergency Planning and  
Preparedness

## BICEPP Elects New Executive Board

By Mike Ripley, CEM, NBC Universal

In December 2009, the Board of Directors elected a new executive board for the 2010 term. The President this term is Mike Kemp, who has served on the board for a number of years and brings an abundance of experience and knowledge to the membership. He has over 33 years experience in the field of emergency services and has worked for companies such as Sony Pictures and the Warner Hollywood Studios.

Terri Chapman and Anna Burton will serve as the Vice President of the Private Sector and Public Sector respectively. Terri has been on the Board for over a year and has been instrumental in delivering programs and representing BICEPP to other association and community groups. Anna is the assistant General Manager for the City of Los Angeles Emergency Management Department. During her tenure with BICEPP, Anna has been a proponent of developing and advocating Public/Private Partnerships.

Chris Petrakis will serve as the Treasurer this year and takes over for Mike Kemp in light of his election to President. Chris works for the J. Paul Getty Trust and has served as the programs chair and contributor to many events and articles. Jeff Edelstein will remain as Secretary of the organization. Jeff has served in his current role for three terms and has been a very active member of the

organization, contributing to the publications and programs that BICEPP provides.

In the strategic planning session, the Board developed a comprehensive prospectus of membership programs and benefits for the upcoming year. The programs committee will be providing a number of workshops, luncheons and programs to better serve the broad spectrum of membership. 2010 should prove to be a very beneficial year for the BICEPP membership.

For more information about the newly elected board including biographies, visit [www.bicepp.org](http://www.bicepp.org).

### Upcoming Events

**Feb 5** BICEPP Board of Directors meeting 7:30am-Universal Studios RSVP by email to [info@bicepp.org](mailto:info@bicepp.org)

**Feb 9** "Staying Open for Business After Disasters" webinar. 9:00-11:00am. Sign up at [www.bicepp.org](http://www.bicepp.org)

**Mar 5** BICEPP Board of Directors meeting 7:30am-Universal Studios RSVP by email to [info@bicepp.org](mailto:info@bicepp.org)

#### Benefactors

Amgen Inc.

City of Los Angeles

NBC Universal

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## Executive Board

**President**  
Mike Kemp

**VP Private Sector**  
Terri Chapman  
*Delta Dental*

**VP Public Sector**  
Anna Burton  
*City of Los Angeles  
Emergency Management  
Department*

**Secretary**  
Jeff Edelstein  
*SOS Survival Products*

**Treasurer**  
Chris Petrakis  
*J. Paul Getty Trust*

**Immediate Past President**  
Steve Goldfarb, CEM  
*University of Southern California*

## Board of Directors

Bob Beecher  
*Para Los Ninos*

Roland De Rocili  
*Raytheon Company*

Lee Goldstein  
*Business Contingency Group*

Nancy Mathews, CEM  
*Mathews Consulting*

Will Michael  
*Infraguard Los Angeles*

Michael Ripley, CEM  
*NBC Universal*

Kris Sefton  
*Edwards Medical Supply*

Ronald Wade  
*LA County Office of Emergency  
Management*

Paul Walker  
*University of California Riverside*

Nathan Wolfstein  
*Eagle Scout Parents*

Chris Wright  
*Amgen Inc.*

## Committee Chairs

*Annual Awards*- Kris Sefton

*By-Laws*- Roland De Rocili

*Finance*- Nancy Mathews

*Membership & Marketing*-  
Jeff Edelstein & Paul Walker

*Elections*- Mike Ripley

*Programs*- Nancy Mathews

*Publications*- Mike Ripley

*Speakers Bureau*- Chris Wright

*Website*- Bob Beecher

# President's Message

As we enter into the second decade of a newly formed century the global economic times in which we live have become increasingly complicated and challenging. President Obama has acknowledged that we will continue to face such challenging times. I am confident that we as an association can meet those challenges together.

I am pleased to serve as your president for 2010. I would like to thank Steve Goldfarb for all of his hard work and dedication as your past president and the entire BICEPP Board of Directors for electing me to this current position as your association president. It is truly an honor to be selected for this unique role, and I will do my best in continuing to move BICEPP into the future.

Our vision and mission for BICEPP has always been to serve as the business and industry council for emergency planning and preparedness, to be the recognized leader for private industry emergency management, and to collaborate in ongoing networking partnerships with other public agencies, organizations, governments, and the private sector to establish shared visions and commitments.

BICEPP's Board of Directors has repeatedly expressed their values, integrity, and expertise that can only be summarized in one engaging word, "excellence." Each individual Board Member and Committee Volunteer has willingly extended their valuable time, efforts, and knowledge to ensure BICEPP's continued growth and sustainability by their dedication and commitment to achieve the very best in what they do, and in turn have become BICEPP's greatest resource in a field of endeavor that is ever-changing.

I am pleased to report that in December of 2009 the Board of Di-



rectors participated in our annual planning retreat for the New Year. In doing so, we have identified a great many opportunities for you and your business to become involved.

BICEPP program topics for this year will include:

- Our renowned two-hour workshop Webinars "Staying Open for Business After Disasters with Chris Wright" on February 9 and April 6, 2010.
- "How to put on an Emergency Preparedness Fair Successfully."
- "HAM Training with Licensing and Testing."
- Our three-day "CERT Train-The-Trainer Program."
- A newly designed Webinar on "How to Build Your CERT Program." This exceptional opportunity can be a very special one for you or your business to start or restart a CERT Program, increase your instructor candidacy while at your employment, or individually learn how to achieve self-sufficiency for your entire family and friends in the event of a disaster.
- Instructional luncheon/panel discussions on such topics of interest as "Shelter-In-Place," and "ShakeOut Safe Practices."
- A renewed Emergency Response Team Challenge event and another business and industry tabletop exercise.

I encourage all of our members to become involved by joining one of our many committees, and to volunteer to participate within any of the fine programs we will be offering this year.

In this issue of the BICEPP Bulletin, the chairpersons for each BICEPP Committee are listed. My hope is that all of you reading this will remain involved. If you are new to us, please consider attending one of our monthly meetings, where your comments and suggestions are always welcomed during our roundtable discussions, and hopefully BICEPP can offer you and your business many additional opportunities to gain new knowledge, develop new skills, and generate new ideas in positive, productive ways that will assist you within a global atmosphere of change.

In addition to our website at [www.bicepp.org](http://www.bicepp.org) you can register for our classes, luncheons, or workshop programs and renew your membership online. We are also available on Facebook's social networking platform and are in the process of investigating the feasibility of a custom "apps" or APPLICATION program. This "apps" program may be utilized as an extension of our business value and branding in order to ascertain advantages of the new technologies and innovations available to us, while focusing primarily on mobile downloading solutions that will appeal and ultimately benefit our general membership, corporate sponsors, business partnerships, municipalities, and everyday consumers.

My best wishes to everyone for a safe and Happy New Year.

*Mike Kemp, President*

# BICEPP Recognizes Excellence

## November 10, 2009

By Nancy Mathews, CEM, Mathews Consulting

On Saturday, November 7, 2009, BICEPP hosted its Annual Awards Dinner at McCormick & Schmick's in Burbank. Celebrating 26 years as an organization, BICEPP President Steve Goldfarb addressed the "standing room only" crowd, highlighting the organization's accomplishments during the year.

Webinars included the popular "Staying Open for Business After a Disaster", presented by Director and Past-President Chris Wright of Amgen, Inc. The Programs Committee, lead by Chris Petrakis of the J. Paul Getty Trust, put together the well-received webinar "Maximizing the Benefits of the Great ShakeOut", in partnership with Margaret Vinci, Manager of Earthquake Programs at CalTech.

In order to reach out to members in San Diego and Orange Counties, BICEPP presented its annual workshop, "ShakeOut 2.0 – The Road to Recovery", in Anaheim. Coordinated by Board Member Lee Goldstein, attendees were briefed on the ShakeOut scenario and then broke into smaller groups to work through several recovery-related issues unique to the private sector.

In 2009 BICEPP collaborated with Los Angeles County Department of Public Health to create and present a series of Business Continuity Planning Workshops for small business. The ongoing partnership with LA County Public Health included briefings on H1N1 at monthly Board of Directors meetings.

Thanks to Website Committee Chair Will Michaels of Infraguard and Webmaster Bob Beecher of Para Los Niños, BICEPP's website became the focal point for the distribution of current information on H1N1 to our members, as well as a site for pandemic planning research via a library of materials offered to members.

Continuing as Master of Ceremonies for the evening, President Goldfarb, along with Awards Committee Chair Nancy Mathews, presented the following awards:

Certificate of Recognition - This award recognizes efforts of the often 'unseen individual' who works behind the scenes for their organization.

- Eric Franco, JD Power & Associates
- Adriana van West, AEGON
- Mike Kemp, BICEPP Treasurer
- Kristen Decker, J. Paul Getty Trust
- Terri Chapman, Delta Dental

Award of Excellence - Nominees for this award included individuals, groups or organizations whose contributions reflect a dedication to emergency preparedness. They may be employed in the field of emergency management, response, recovery or related fields, or they may be volunteers.

- Michael Camacho, NBC Universal
- Margaret Vinci, CalTech
- Los Angeles County Department of Public Health, accepted by Stephanie Caldwell
- William Robertson, City of Los Angeles Bureau of Street Services
- Chris Petrakis, J. Paul Getty Trust

President's Award – Presented at the discretion of the BICEPP President, the 2009 President's Award went to James Featherstone, City of Los Angeles Emergency Management Department. President Goldfarb cited Featherstone's leadership in moving the City forward in its plans and opening their new Emergency Operations Center with a conference room dedicated to the private sector. Communication plans are being developed to link organizations such as BICEPP with the EOC during a disaster.

As is tradition, the Annual Awards Dinner concluded with dozens of door prizes, provided through the generosity of our membership.



Steve Goldfarb & Nancy Mathews presided over the awards program



# Photo Gallery

## Annual Awards Dinner-November 7th, 2009



*Jim Featherstone accepting the BICEPP President's award.*



*Award of Excellence recipient Mike Camacho from NBC Universal.*



*Award of Excellence recipient Margaret Vinci from Cal-Tech.*



*Award of Excellence recipient LA County Public Health accepted by Stephanie Caldwell.*



*Award of Excellence recipient William Robertson from Los Angeles City Bureau of Street Services.*



*Award of Excellence recipient Chris Petrakis from the J. Paul Getty Trust.*

# Photo Gallery

## Annual Awards Dinner-November 7th, 2009



# Top Ten Hints for a Successful Preparedness Fair

By Nancy Mathews, CEM, Mathews Consulting



Compiled by contributions from our members:

*Amgen, Inc.*

*CalTech*

*Edwards Medical*

*J. Paul Getty Trust*

*City of Los Angeles  
Emergency Management*

*Mathews Consulting*

*NBC Universal*

*SOS Survival Products*

*Warner Bros. Studios*

## Coming Soon!

BICEPP will be hosting a Luncheon/Networking Opportunity to highlight Preparedness Fairs. Attendees will learn the basics of putting on a fair, and will get the opportunity to network with experienced Emergency Managers. Announcements will be sent out shortly.

One thing that's great about our BICEPP members: We love to share our ideas! Since many businesses and communities put together some type of emergency preparedness event for their population, we asked our members to send us ideas for making that event a success.

Let us start by telling you the most common months for a fair. Here in California, April is Earthquake Preparedness Month. Nationally, September is Emergency Preparedness Month and October is Fire Prevention Week and the 2010 ShakeOut. Our vendor members ask you to keep this in mind when making your plans.

Now on to the Top Ten Tips (in no particular order):

1. Pick a date and start contacting vendors three to five months in advance. Employees will enjoy a variety of emergency supply vendors, but consider inviting your local fire department, law enforcement, utility service providers (such as your city or county's Emergency Management organization) and the American Red Cross. And don't forget to reach out within your own company. Have Human Resources come and give employees the chance to update their emergency contact information, or provide information on Employee Assistance Programs.
2. Pick a convenient location on your employee's normal walking paths, such as outside the commissary or in the employee parking lot. They will not go out of their way. And remember to think "shade" and "rain plan".
3. Have it during normal work hours and give them the time to attend. One vendor member tells us some companies reward departments for having the largest percentage of their group attend the event. Hey, whatever gets them in the door!
4. Ask vendors to donate items for "door prizes" (and never, ever call it a "raffle") and spend a few dollars to provide some large prizes. Members have reported giving away everything from dozens of lanterns and emergency car kits, to deluxe family emergency kits and weekend in Vegas or Catalina!
5. Work with your purchasing department to get your water vendor to attend, giving away cold bottled water. And pick their brains for other ideas of vendors who would love to promote themselves at your business.
6. Have a food services group on site. Partner with them to sell discounted food and beverages. One members spends about \$500 to offer a hotdog and soda for \$1. Big draw for the employees, and food services doesn't lose business.
7. Ask your employee volunteers, such as CERT teams and Floor Wardens, to help you staff your booth. Encourage them to wear their helmets and vests. They love recruiting their colleagues, and are a big help when things get busy!
8. All attendees should receive a ticket for a door prize, but give attendees a task to complete in order to receive additional opportunities to win a prize. Most of our members look for games which require attendees each booth. One member gives attendees a list of questions, and each booth has one of the answers. Other members set up a Drop, Cover and Hold On station where attendees must properly demonstrate what to do in an earthquake, in order to get another chance at a door prize.
9. Take care of people working your booths. Feed them, provide water, and give them a break by having one of your volunteers "guard" their booth. Take care of your vendors and they will take care of your people.
10. Put together a multi-level marketing campaign. Mix it up with emails (your public relations or human resources department may be able to help with the distribution), posters and other signage, newsletters and bulletin boards. Change up the visual a few days before your event, and amp it up that day with new signs, fliers, postings in elevators and parking structures and on regular walking routes.

BICEPP wishes you good luck and great success with your event!