

September
2008



BICEPP Bulletin

Business and Industry Council
for
Emergency Planning and
Preparedness

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Are You Ready to ShakeOut?

With 22 million people living and working in southern California, a major earthquake in the region could cause an unprecedented catastrophe. What we do now, before a big earthquake, will determine what our lives will be after. With earthquakes an inevitable part of southern California's future, Californians must act quickly to ensure that disasters do not become catastrophes. With this in mind, the Earthquake Country Alliance has organized the Great Southern California ShakeOut, a weeklong series of special events featuring a massive earthquake drill on November 13, 2008.

The ShakeOut drill centers on the ShakeOut Scenario, a realistic portrayal of what could happen in a major earthquake on the southern end of the San Andreas Fault. Created by over 300 experts led by Dr. Lucy Jones of the U.S. Geological Survey, the scenario outlines a hypothetical 7.8 magnitude earthquake originating near the Salton Sea, which would have the potential to devastate the region.

While earthquakes cannot be predicted or prevented, steps can be taken to prepare in order to make a difference in how our lives will be after an earthquake. Secure your space by strapping top-heavy furniture, water heaters, and other items to walls or tabletops. Strengthen your building's walls and foundation, if necessary. Of course, it is important to have resources to protect yourself and others should assistance be slow in arriving. Three to 14 days worth of water for each person, non-perishable food, and a fire extinguisher, among other supplies, can

be valuable resources to have stored and ready for such a disaster.

With a goal of at least 5 million participants, the ShakeOut drill will be the largest in U.S. history.

To participate, sign up at www.shakeout.org/register, and pledge your family, business, or organization's participation in the drill. Registered participants will receive information on how to prepare, connect with other participants, and encourage a dialogue within the community about earthquake preparedness. There are many ways to take part, but at the least you and your team should "Drop, Cover, and Hold On" at 10 a.m. on November 13, wherever you may be. Register today and

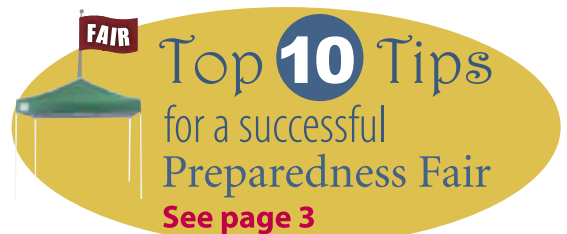
help make southern California a safer place.

For more information, visit www.shakeout.org and be sure to visit the official ShakeOut Blog at greatsocialshakeout.blogspot.com.

Contact info@bicepp.org for more information.

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Letter from the President

By the time this newsletter reaches you, we will have already had our Great ShakeOut/Golden Guardian Table Top Exercise for Private Industry at Caltech. The sold out exercise is just one of several programs BICEPP has brought to it's members this year. Thanks to everyone who volunteered to help put the exercise on and thank you to the Los Angeles County Office of Emergency Services for co-sponsoring the event.



November 13, 2008 is the Great ShakeOut. Businesses, schools, public agencies and communities will practice Drop, Cover and Hold at 10:00 a.m. This will be the largest drill in U.S. history. BICEPP encourages all organizations to take advantage of the ShakeOut. Consider conducting a drill, table top exercise or a preparedness education event for your employees. For more information on how your organization can participate, visit www.shakeout.org.

Also mark your calendar for the 2008 annual BICEPP Awards event on the evening of November 22nd. Forms to nominate an individual, group or company for their emergency preparedness efforts will be sent out soon to all members. Please consider recognizing good work.

Steve Goldfarb

With Appreciation

BICEPP Team

I wanted to take a moment to say thanks for all of your hard work in hosting the recent CERT "Train the Trainer" event in Culver City. I've been in the Emergency Services field in one aspect or another for over twenty years and have been involved with CERT instruction for the past nine years.

This was by far one of the most comprehensive training sessions I have ever experienced. I definitely left the event with a greater knowledge base and instructor skills which I'm sure will result in better learning experiences for my students. I was also able to network with my industry peers and we collectively tossed around some great ideas and shared some awesome experiences. The subject matter experts from BICEPP are an absolute asset to all in this field and are to be commended for their selflessness, attention to detail, generosity and passion for what they do.

Thanks so much and be safe,

John Saffelo
Emergency Services Coordinator
Allied Barton - Amgen Site
Thousand Oaks, CA

BICEPP Testimonial

To BICEPP

As the Emergency Planning Specialist for a non-profit organization, I found the BICEPP "CERT Train-The-Trainer" course to be comprehensive and informative. What is important to me in a training class is not only the expertise and knowledge conveyed by the instructors, but also the way the material is presented.

Classroom interaction between the instructors and attendees was encouraged. Ample training support materials were provided which will be very helpful to me when I conduct CERT-based emergency response classes at my institution. I highly recommend this course to other Emergency Management professionals.

Chris H. Petrakis
Emergency Planning Specialist
Getty Trust Security Operations
Los Angeles, CA

Bulletin Contributors

Thank you to all who contributed to this issue:

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Jeff Edelstein

Get involved!
Join a committee.

Contact
info@bicepp.org
and tell us what
committee you would
like to join.

Golden Guardian 2008

BICEPP in partnership with the County of Los Angeles
Office of Emergency Management

Golden Guardian 2008
"The Great Southern California Shake Out"
Table Top Exercise

When: September 10, 2008

8:00 a.m. to 12:30 p.m.

Where: Caltech, Pasadena

Space will be limited. Contact Teri Allegra,
Business Administrator, BICEPP at info@bicepp.org
or call (213) 386-4524.

Top Ten Tips For a Successful Preparedness Fair

by Nancy Mathews, *Mathews Consulting*

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. 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 to visit 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! ♦



Compiled from
Contributions
from our members:
*Amgen, Inc. Warner
Bros. Studios, City of
Los Angeles Emergency
Management, Caltech,
NBC Universal, J.
Paul Getty Trust,
Mathews Consulting,
Edwards Medical,
and SOS Survival
Products.*

Upcoming Events

**Sept
10**

Golden Guardian Tabletop Exercise
8:00 - 12:30 pm • Caltech, Pasadena •
See bicepp.org for info. **SOLD OUT**

**Oct
3**

BICEPP Board of Directors meeting
7:30 am • SOS Survival Products
RSVP (213) 386-4524

**Nov
7**

BICEPP Board of Directors meeting
7:30 am • SOS Survival Products
RSVP (213) 386-4524

**Nov
13**

Great Southern California ShakeOut
10:00 am • Participate in this historic
earthquake drill. See bicepp.org.

**Nov
22**

Annual BICEPP Awards Event
Dinner & Awards at the Queen Mary •
Long Beach. See bicepp.org.

**Dec
5**

BICEPP Board of Directors meeting
7:30 am • SOS Survival Products
RSVP (213) 386-4524

BICEPP Awards

Annual BICEPP Awards

Join us on November 22nd at the Queen Mary in Long Beach, when BICEPP will be celebrating its 25th Anniversary. Full course menu, networking opportunities, and annual awards ceremony. All members are encouraged to attend as it should be an exciting evening. Bon Voyage!



Submissions

We want to hear from you! Here's how to send submissions:

Digital submissions are recommended (i.e., Word documents for text and photos in digital format). Please E-mail submissions and news relating to emergency management to info@bicepp.org

Submittals should be concise and include your name and title, if applicable. Submittals may be edited due to space limitations.

The **BICEPP BULLETIN** is a quarterly newsletter of the Business and Industry Council for Emergency Planning and Preparedness.

For information call
213 386-4524

Or visit

www.bicepp.org

Online Resources

CA-OES www.oes.ca.gov

CESA www.cesa.net

DHS www.dhs.gov

FEMA www.fema.gov

IAEM www.iaem.com

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are posted on the **BICEPP** website!

Check out www.bicepp.org

We'd love to hear from you. E-mail your submissions to info@bicepp.org.



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ADDRESS CORRECTION REQUESTED

