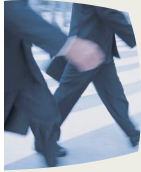




▶ ARE YOU PREPARED? BY
FIONA RAYMOND-COX 1



▶ WELCOME TO NEW BRMA
MEMBERS 3



▶ ANATOMY OF A BIA
PROJECT? BY BARRY
CARDOZA..... 3

▶ NEW TITLES IN THE BRMA
LIBRARY 6

▶ PRESIDENT'S PRIMER..... 5

○ March

○ 2011

The Newsletter

BRMA

PROFESSIONALS DEDICATED TO ORGANIZATIONAL PREPAREDNESS AND RESILIENCE.

One of my New Year's resolutions is to make sure my family is still organized and prepared.

Are You Prepared?

By Fiona Raymond-Cox

Put your hand up if you've assembled your personal preparedness kit!

It never ceases to amaze me how many people in our profession are unprepared. I don't know about you, but living with the knowledge there is a 63% likelihood of a 6.7 magnitude earthquake in the Bay Area¹ in my lifetime sends a strong message that I need to ensure my family is prepared for any disaster.

Being new to the Bay Area, prompted us to stash away supplies, whereas many of you are so used to living with the possibility of an

earthquake that you forget how many heartaches this small chore would save you later.

We went about buying fire extinguishers, emergency nightlights and a hand cranked radio. We assembled a variety of basic preparedness kits (three 2-person backpacks that now live permanently wedged under the beds, a 4-person backpack that lives in the car, and a 4-person storage drum, complete with wrench to turn off the utilities that lives in the basement). We have complemented these basic kits with wet wipes, toilet paper, toothbrushes & toothpaste, (continued on page 2)



BRMA 2011 Event Calendar

Date	Event	Location
31 MAR 2011	MAR BRMA Membership Meeting All Day Meeting Agenda	Charles Schwab, San Francisco
28 APR 2011	FEB BRMA Membership Meeting	Applied Materials, Santa Clara
26 May 2011	MAY BRMA Membership Meeting	Field trip to be planned

(Are You Prepared? by Fiona Raymond-Cox continued from page 1)

sunscreen, small bills and coins, children's toys, pens & pencils, notepads, clothes and other paraphernalia. We've lugged home bottles and bottles of water knowing we should have on hand a gallon of water per person per day for a minimum of 72 hours. Given we have a dog, we should probably have more. And, if all that wasn't enough, we bought a couple of sizeable First Aid kits that have come in handy on more than one occasion. I also attended the Fire Department's wonderful free six-part practical NERT Training so that I could learn what to do at time of an earthquake, how to shut off the utilities, put out a fire, carry out disaster medicine and do a light search & rescue.

One of my New Year's resolutions is to make sure my family is still organized and prepared. It feels like an annual pilgrimage to preparedness. I yank the kids' backpacks out from under their beds and start spreading out the contents of their kits. As I hold up a pair of pants and a shirt, it dawns on me that in the past year the girls have grown like weeds and the clothes that I had previously assembled would be of little use to them in an emergency now. I am still popping batteries into flashlights to make sure they work, the thermal blanket is still in its package, the rain poncho has been replaced having been borrowed for another event, but it's clear that the supplemental fruit leathers and Cliff Bars are well past their sell by date.

As I'm checking off the contents I realize that we've had these emergency preparedness kits a long time; the food bars and even the long-life water boxes are past their 5-year shelf life. I suspect even the pre-prepared bag of dog food is past its prime. Five years! It's time that these essential items are replenished. I would have thrown them in the garbage had I not learned recently that the San Francisco Food Bank, whose mission is to end hunger in San Francisco and Marin counties, is willing to take my food and water up to a year after its expiration date and use them for local hunger relief efforts. I can either drop these off at their main warehouse at 900 Pennsylvania Avenue (@ 23rd Street) or take advantage of numerous collection points around San Francisco¹. There's even a drop off point in my neighborhood! It's a sustainable model that we should all consider following.

Several years ago I developed, and since then have annually updated, an Emergency Preparedness Form that has proved invaluable, serving as an important source for when I need to recall information (see below). This form lives permanently in our wallets, with a copy in each of the girls' school bags and laminated copies up on the fridge, and, of course, in the infamous emergency kits. It captures among other things where we will convene as a family at the time of disaster, where we maintain copies of essential documents (passports, insurance coverage, bank details and so on), and who we have nominated as our out-of-state contact person.

It goes without saying that a major San Francisco disaster (e.g., an earthquake of any significant magnitude, a terrorist attack, major fire) is going to attract media attention and in turn alarm our family and friends. The problem is the chances of their being able to reach us will be a major challenge as phone lines will be jammed. One of the first things my family plans to do is to re-record the message on our cell phones to let callers know we are OK if they cannot reach us directly. But we also decided that it was absolutely essential to nominate a friend as our out-of-state contact person. It is our expectation that we will text this lady – bear in mind that a text message is more likely to get through than a phone call as it uses less bandwidth on the telecom circuits – as quickly as we are able to, to let her know how we have fared in the disaster. We have provided her with the contact details for close family members and friends (and of course told them about her) so that she will be able to let them know how we are doing.

None of the above is rocket science, and none of it costs a fortune. Kits come in all shapes and sizes – for home, office, car, kids, etc. For less than \$50, you can pick up an adult emergency preparedness kit that will provide basic survival items for three days from emergency preparedness stores. If you amortize the cost over 5 years – the shelf life of the contents of the food and water it contains - it really is little to pay for your protection.

I do hope my own account of some of the preparedness measures we have taken might just be the inspiration you need to make sure you and your family members keep prepared.

Good luck!

Fiona Raymond-Cox is the owner of Raymond-Cox Consulting and is currently serving on the BRMA Board of Directors as the Promotions Director.

¹ <http://earthquake.usgs.gov/regional/nca/ucerf/>

² http://www.sffoodbank.org/give_food/dropoff_locations.html

