



North Texas

**THE ASSOCIATION OF CONTINGENCY PLANNERS
MISSION**

To provide a powerful network for the advancement of the industry and the development of our business continuity professionals.

ACP

Volume 5, Issue 2

March, 2014



President's Comments

Welcome to the March edition of our newsletter!

With the flurry of activity surrounding Business Continuity and Disaster Recovery I'm sure you have plenty of success or maybe even extreme challenges to share with our group. This is one of the reasons we have our local chapter, to be able to learn from each other. The April meeting will be centered on a roundtable discussion with you providing tips, tricks and lessons learned from true life experiences. So come prepared; bring your BIAs, bring your contacts, experiences and most of all bring yourself! We want to learn from each of you, whether it is the good, the bad or the ugly.

Information sharing is what this group is all about. We have a fantastic Leadership Team (LT) this year, but in order to have this group succeed we need your attendance and PARTICIPATION. Our LT has booked great speakers and programs and these people go out of their way to share with us, no matter if it is from Career

Corner or the main speaker. We do this for you to enrich your career and focus. Learning is a lifelong event!

In the coming months, we will be sending out a membership survey to each of you to obtain your input on what you want in your programs. We will also be tapping you to speak to our group if you are interested. As you know, we are all friends here and

this is a non-threatening environment, perfect for you to do a presentation. If you have a topic, don't wait for us to call you; reach out to Grace Wright (our Director of Programs) or me. We want to hear about your business trials and tribulations. Look forward to the survey soon.

Don't forget, storm season is rolling in and we all need to be prepared both personally and professionally.

I hope you had a good March and I look forward to seeing you in April.

Susan

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NORTH TEXAS ACP CHAPTER MEETINGS

Meetings are held the first Tuesday of every month from 12:00 noon to 2:30 pm. The location varies, so check the Chapter Newsletter or Web Site for location information.

Next Meeting

Date ----- Tuesday, April 1, 2014

Time ----- 12:00 Noon

Location ---- Boy Scouts of America
1325 W. Walnut Hill Lane
Irving, TX 75015

[Link to Map](#)

Food ----- Is available onsite for purchase

Parking----- Park in the back or north side of the building and use that entrance.

The guard at the front entrance is not familiar with NTACP and will not be able to direct you to the meeting location.

Meeting Agenda

<u>Topic</u>	<u>Speaker</u>
Welcome	Susan Guinn
Upcoming Events	Grace Wright
Program: Roundtable	All
Education:	Greg Holdburg

Meeting Schedule and Locations for 2014

Schedule and location are subject to change!

April 1	Boy Scouts of America
May 6.....	Boy Scouts of America
June 3.....	Location TBD
July1	Boy Scouts of America
August 5	Location TBD
September 9	Boy Scouts of America
October 7.....	Location TBD
November 4.....	Location TBD
December 2.....	Holiday Luncheon

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Chapter Recognitions

Join us in offering a big Texas
welcome to our new chapter
members:

Jennifer Jones

Tom Licata

Wendy Nelson

Michael Oser

Al Ramirez

Ron West



North Texas ACP Meeting Highlights

January 2014

Our **Career Corner** speaker, Jerry Garcia encouraged us to take charge and be leaders in his presentation "Career Building – Preparation, Leadership, Risk and Luck."

Our **Featured Program** was a lively roundtable discussion on Community Outreach. As a follow up to the roundtable it was decided that ACP Outreach will be an agenda item for every meeting (except field trips).

February 2013

The chapter took a field trip to **BMS CAT Disaster Restoration** in Fort Worth. Our host, Chris Gage, was also the **Featured Program** speaker. He provided us with the Top 10 Attributes of a true Partner. He then took us on a tour of the Document Restoration area at BMS CAT.

March 2014

Our **Career Corner** speaker, Jeffrey Granvold from VES, discussed Influence Techniques for Promoting Business Continuity.

Brad McDannald and Tim Cole from FEMA Region VI, our **Featured Program** speakers, discussed Public and Private Partnerships.

Thank you to all of our speakers. We sincerely appreciate you taking time to share information and expertise with our chapter.



Association of Contingency Planners
North Texas Chapter

<http://northtx.acp-international.com/>

Welcome To Career Corner

This column is devoted to our members from the perspective of the employee. We focus on:

- Your job classification:
 - Unemployed / in Pre-Employment
 - Under employed
 - Miserably employed
 - Gainfully and happily employed
- Jobs, which companies are hiring and how you can land the opportunity of a lifetime
- Career Development/ Empowerment
- Do's and Don'ts of Social Networking in a job search
- How broad you can go in your search to obtain an opportunity
- What internal HR is looking for
- How to effectively use head hunters
- How to assist the community and be recognized as a leader

Please send any ideas or suggestions for topics to be included in the Career Corner to Donti Twine.



Leader, It Doesn't Matter What You Know If You Can't Communicate By George Ambler

Without communication you cannot lead. You just end up taking a walk on your own. Communication has been central to the "social process" of all great leaders.

"One can lack any of the qualities of an organizer – with one exception – and still be effective and successful. That exception is the art of communication. It does not matter what you know about anything if you cannot communicate to your people. In that event you are not even a failure. You're just not there. Communication with others takes place when they understand what you're trying to get across to them. If they don't understand, then you are not communicating regardless of your words, pictures or anything else. People only understand things in terms of their experience, which means that you must get within their experience." – Saul Alinsky, "Rules for Radicals"

Leaders are always communicating. Without communication leadership fails. Described below are the 8 practices that successful communicators use to engage others in their vision and move them to action.

1. Everything Communicates

When it comes to leadership everything communicates. Every word. Every action. Every Emotion. Every statement. Leaders

are constantly watched. Everything a leader says and does sends a message, gets analyzed and interpreted. Everything a leader says and does is amplified. As a leader it's important that you're aware of how your words and behaviors impact others. Leaders adjust their words and behaviors in support of their vision and goals.

2. Focus More on the Why and Less on the How

Great leaders focus on communicating the *why* before communicating the *how*. Often leaders spend too much time communicating the *how* and in the process neglect communicating the *why*. It's the "why" that connects people to a larger purpose. It answers the question "Is what I'm doing important?" and "Do I matter?". If you want to empower others to act you need to spend time on the *why*. Focus your communication on the *why*, spend less time on the *how*.

3. Make the WIIFM Clear

All communication is personal. People will interpret your message from within their unique perspective and circumstance. This means you must answer to their WIIFM question – "What's In It For Me?". Effective communication resonates with the needs and concerns of the audience. Your communication will be successful if you answer the WIIFM question early and often.

4. Tell Stories

Stories create community and bind us together. Stories break through the noise and grab people's attention. Stories persuade and influence, more than facts and figures ever could. Stories engage the audience emotionally and move them to action. Stories are easily shared. Great leaders have always told stories and fables to get their message across. Always try to weave relevant stories into your message.

5. Example is the Best Communication Tool

You're leading by example all the time. People always look to the leader for the example. This provides you with an opportunity to model the attitudes, behaviors and actions you're seeking from others. For example, if you focus on the customer, so will everyone else. Ensure that your example move others to act and behave in ways that supports your vision and goals.

6. Create Opportunities for Dialogue

Communication is a two-way process. Listening is an important part of that process. The reality is that you've not

communicated until you get feedback from your audience. Actively seek feedback. Actively elicit the opinions of others. Seek to create opportunities for dialogue whenever possible. Give people an opportunity to share their concerns and to answer their questions. Two-way communication increases the commitment and buy-in to your message. Make space in your communication strategy and agenda for meaningful dialogue.

7. Communicate, Communicate, Communicate

Fire and forget is not communication strategy. People must hear the same message 5 – 9 times before they commit to making a change. The first time you communicate people are wondering if you were serious. They're not sure if you're committed or if this is just going to be another management fad, here today gone tomorrow. People need to hear that same message between 5 – 9 times before they take it seriously. You will need to repeat your message often before you begin to see a change in attitude and behavior. Communicate, communicate, communicate. Repeat. Often.

8. Communicate with Three Goals in Mind

When leaders communicate they do so with the following three goals in mind:

1. **Inform:** This is the *rational* part of your message. This requires that you address the why, what, how as appropriate. Communication needs to inform the audience by making the message simple to understand and clear as to the implications.
2. **Inspire:** This is the *emotional* part of message. Effective communication inspires by providing a compelling picture of the future, supports a meaningful purpose.
3. **Engage:** Communication is necessary but not sufficient. To engage people your message must also include a *call to action*. What are the next steps? What actions are you expecting people to take? What changes are you asking for?

So how are you doing...

- Are you giving sufficient attention to the quality of your leadership communication?
- What 3 of these 8 communication practices will you commit to focus on and improve in the weeks ahead?

Reference

Ambler, G. (2014, March 18). <http://www.georgeambler.com/leader-doesnt-matter-know-cant-communicate/>

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Did You Know?

Seven days of the week, seven seas, seven primary colors, seven wonders of the world, seven notes of the musical scale, the seven ages of man, seven deadly sins, seven levels of hell, seven categories for absolute judgment, the seven objects in the span of attention. Think 7-Up, Seven Dwarfs, The Magnificent Seven, seven-a-side. The sum of the opposite numbers in a pair of dice. Ask anyone to give you any number between one and ten and most will choose **seven**.

Answer this:

As I was going to St Ives
I met a man with seven wives
Each wife had seven sacks
Each sack had seven cats
Each cat had seven kits
Kits, cats, sacks and wives,
How many were going to St Ives?
(answer below)

See [The Beautiful Number 7](#)

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Important Links

- [Association of Contingency Planners](#)
- [Association of Contingency Planners, North Texas Chapter Web Site](#)

