



North Texas

ACP

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.



President's Comments

The Dog Days of Summer are upon us; the weather here is hovering in the 100's! Yikes

it's hot, but so is your North Texas ACP, we are not dogging around at all! The leadership team has events planned through the end of the first quarter of next year.

Speaking of events, our September program is one you will not want to miss. We will start our afternoon off by a special presentation of Career Corner. Our guest speaker is Torrey Jordan for Citigroup HR. Torrey's topic will be "Critiquing Your Resume." Bring your resume and questions along for Torrey. Our second speaker is Jim Gleaves from Wortham Insurance in Houston. Jim will be speaking to us on how Business Insurance works. We all have DR, B/C, Crisis Management backgrounds, but this presentation will give us everything from how our employers select coverage to what happens with a claim. Both of the September presentations are going to be a FANTASTIC learning opportunity. I encourage you to bring your co-workers and managers!

With time flying by, this also is that time of year to start discussing the North Texas ACP Officers (Leadership Team) for next year. The first step is selecting a Nominating Committee. At press time I have two volunteers and I'm awaiting a response from a third person. The Nominating Committee will solicit names of candidates for all the positions. All positions on the Leadership Team are open, however to lead on the executive team (President, Treasurer and Secretary), you

must have held any other position within the chapter for one year. I'll announce the Nominating Committee at the September 9th meeting. Please consider your skill set and join us in running for a position in 2015.

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Also during this time of year, we begin considering restaurants for the annual holiday dinner. Do you have a favorite (and rea\$onable) restaurant that can accommodate 65 to 75 people? If yes, please send the recommendation to any of the Officers and we'll discuss it at the next Leadership/ Officer meeting. One of our leaders reminded me to ask you to start saving your Marketing materials

(Trinkets and Trash) as give aways for our party. It seems party favors are harder and harder each year to come by. So please start saving anything you think we can give to our members.

Did you know September is National Preparedness Month? All of you should have received notification from National expressing interest in promoting "Be Safe America" initiative to encourage families and business to practice their plans. See if you can ask your employer to schedule both an invacuation drill (Tornado) and evacuation drill (Fire) during this time period.

I also wanted to remind everyone to join us on Facebook, Twitter and Linked-In. We are going to revive our efforts on Social Media! So much interesting and fun stuff is going on with your Chapter. I hope to see you at our September meeting, remember bring a friend to make it even more interesting!

Susan

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, September 9, 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
Chapter Business	Susan Guinn
Career Corner	Torrey Jordan
Program: Everything you ever wanted to know about Business Insurance but never wanted to ask	Jim Gleaves

Meeting Schedule and Locations

Schedule and location are subject to change!

September 9	Boy Scouts of America
October 7	Ameripath
November 4	Verizon Field Trip
December 2	Holiday Luncheon
January 6	Boy Scouts of America
February 3	Boy Scouts of America

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Chapter Recognitions

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

Steven Watkins



North Texas ACP Meeting Highlights

Red Cross Field Trip, August 2014

By Dianne Stephens

During the month of August, a group of 21 active ACP members toured the Red Cross facility located on Harry Hines Boulevard in Dallas. Rich Bryant (Disaster Program Manager for the County) provided an overview of the Red Cross which is a nonprofit volunteer organization supported in part by United Way. We learned that the Red Cross assists between 2,000 and 3,000 firefighters every year as part of their Disaster Program. Two summer interns – Ryan Owasu-Ansah and Marielle Nagele, presented an overview of how to keep your families prepared. Outside of tornadoes, fires are the largest threat to Texans. Statistics stated that fires kill more Americans than all natural disasters combined. Sixty-five percent of house fire deaths are caused by smoke alarms that are not working. We were encouraged to practice drills at home – with a special emphasis on keeping our eyes closed and imagining that the roof may fall due to damage during a fire. In order to stay prepared the Red Cross has implemented a variety of smartphone Apps (screenshot below). So be sure to check them out and share with your family! Our thanks go to all the presenters who spoke with our group!!

Another good tip is that long distance calls are easier to make during a disaster, so be sure to include an out of state relative as a contact in your planning. There is also a new feature on their website called "Safe and Well," where people impacted by a disaster can register to let their families know that they are safe. For more information, take look at their website which provides checklists for all types of disasters:

<http://www.redcross.org/prepare/disaster-safety-library>.

The North Texas Digital Operations Center

The **Digital Operations Center (DigiDOC)**, powered by Dell, is a social media command center based in the Dallas Area Chapter that allows the Red Cross to monitor social conversations before and during disasters to help anticipate disaster needs and connect more people with resources during an emergency. The American Red Cross in Dallas is the first location to receive this innovative technology outside of our national headquarters in Washington, D.C.

Like the original DigiDOC, the North Texas DigiDOC runs on the Radian6 platform and is powered and funded entirely by our generous partners at Dell.



Case Study: Superstorm #Sandy

- ▶ More than 20 million tweets about Superstorm Sandy were sent in just 4 days (between Oct. 27 - Nov. 1, 2012).
- ▶ More than 30 Red Cross digital volunteers went through 2.5 million social media posts & tagged 4,500 of them for follow up.
- ▶ We gave out 1,500 digital hugs, including one from President Obama during his visit to the DigiDOC in DC.
- ▶ 229 posts were sent on to the disaster response team, resulting in 88 actual changes in action on the ground.

DigiDOC case study during Superstorm Sandy

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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.



How to pitch your value: Dissecting the elevator pitch

By Amanda Augustine

Develop a strong elevator pitch that highlights your key skill sets, passions, and job goals.

Q: *How do you implement the correct pitch with the right words that describe me and my skills?* - Gregory R.

A: When you think about it, an elevator pitch is just one of the many methods you'll use to communicate your personal brand to a potential employer.

As a job seeker, you instantly become a sales and marketing professional. You are now in the business of marketing your skills and expertise to people connected to your target job. Your messaging needs to be consistent across all of your branding channels, your resume, cover letter, and online profiles; what you say when networking; and how you respond to questions in an interview.

By taking the time to go through this exercise and craft your pitch, you will be better prepared to communicate your value through every phase of the job search.

Timing

You typically have 15 to 45 seconds to explain your intrinsic value to a potential employer. This is your "amuse bouche" to the conversation – your introduction and tagline. The idea is to whet the person's appetite so they want to continue talking with you. Think about the TV commercials you watch – on average, they last between 15 to 60 seconds because researchers have found that anything longer causes viewers to switch channels or tune out. Similarly, you want your pitch to be short (and interesting) enough to hold the person's attention.

Content

The elevator pitch is all about showing employers what you bring to the table – what *you* can do *for them*. In short, you want to explain: (1) who you are (2) what you are great at and passionate about, and (3) how your strengths will value a potential employer. Don't try to stuff in too many details – stick to the three most important traits. Try this brainstorming exercise to help you create this pitch.

Who are you?

Write down your name, job title and primary function.

What are you great at and passionate about?

Think back to your job goals. Why are you targeting this type of work in the first place? What do you like about it or find interesting? Don't start with the formal, politically correct response you assume the recruiter is looking for. Be honest with yourself. Each time you write down a response, ask yourself "why?" again to see if you can dig any deeper.

How has your previous experience helped prepare you for this role? Consider the different projects and assignments you've completed during your career – what results have you produced? If possible, review previous performance evaluations or other forms of feedback you've received. What key skills or areas of expertise make you good at what you like to do?

How do your key strengths bring value to a potential employer?

Now that you've written down what you're great at doing, it's time to elaborate on the results you've produced. What accomplishments are you proud of? What were the tangible results? Did you increase revenue, cut costs, or make things run more efficiently? Try to think in terms of better, faster or cheaper. At the end of the day, what have you done for past employers?

Review everything you've written down. You may even want to read it aloud to a friend or family member to help

brainstorm. What information sticks out to you? What's memorable and shows your passion? Now, identify your hook. What's the nugget you want people to remember you for? This will become your **tagline**. For instance, when people ask me what I do, I usually use some form of the following:

My name is Amanda Augustine and I am a Job Search Expert and Career Coach. For more than nine years, I've worked with TheLadders to educate and prepare millions of professionals for the job-search process through the development of coaching programs, live recruiting events and online advice in my weekly column, Ask Amanda. I've dedicated almost 3 years to testing various techniques to identify the best ways to navigate the job search landscape in today's marketplace. My passion is helping people find the right job, sooner.

In addition to this pitch, I recommend creating a short list of 3-5 stories you can use to demonstrate and quantify your work further. These "stories" should be simple talking points (think of the STAR approach) that you've thought through ahead of time.

Delivery

Practice makes perfect. I don't care how great the content is – if you recite your pitch in a monotone voice, you're not going to impress anyone. Ask a friend or fellow job seeker to help you practice your pitch. I know it can be uncomfortable, but you need to practice saying your pitch *out loud*. The more you practice, the more natural it will feel. You can also try recording your pitch and playing it back to hear what you sound like. Consider the following points when critiquing your pitch:

- Did you stay within the 15-45 second timeframe?
- Were you talking too quickly, slowly, softly or loudly?
- Was it conversational enough, or did it sound too rehearsed?
- Were a lot of filler words ("um" "like") or a particular phrase used repeatedly?
- How was your energy level?
- Did you sound confident?
- Was it genuine?
- Was it memorable?

Once you've got the basics down, consider how you would alter your pitch to suit different occasions. Think about how you would respond to the "tell me about yourself" question when you're having a drink with some friends, versus what you would say during an industry trade show or networking event.

Deliver your personal branding statement with passion and sincerity, and you'll be golden. Click on the following link for more information on [elevator pitches](http://info.theladders.com/blog/bid/164239/How-to-Pitch-Your-Value-Dissecting-the-Elevator-Pitch).

Reference

Augustine, Amanda (2012, November 14).

<http://info.theladders.com/blog/bid/164239/How-to-Pitch-Your-Value-Dissecting-the-Elevator-Pitch>

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Red Cross Field Trip, continued from [Page 3](#)

The second part of our tour included a behind the scenes look at the DigiDOC – otherwise known as the Digital Operations Center. This DigiDOC is extremely impressive and is only the second one in the country, so our state is fortunate! DigiDOC systems have the ability to track "hot" media topics around the country.



Important Links

[Association of Contingency Planners](#)

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



Association of Contingency Planners
North Texas Chapter
<http://northtx.acp-international.com/>

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Did You Know?

August has the highest percentage of births

Lemons contain more sugar than strawberries

An ostrich's eye is bigger than its brain

The least used letter in the alphabet is Q

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