

www.HIDPRI.org: Sandi Brewster-walker & Reba Pittman Walker

Risky Business Workshop:

What if a Disaster or Emergency Happened During Your Meeting?

June 9, 2010

9:00 am – 10:45 am



Caribbean Tourism Organization

&

Black Travel & Tourism Magazine

Hospitality Industry Disaster & Preparedness Institute Project [HIDPRI]

HIDPRI is a joint project of L & P International and The Pittman Connection launched in 2009 to address the issues surrounding disaster preparedness and recovery relating to meeting professionals and the hospitality industry. Please visit our web site, which is under construction: www.HIDPRI.org

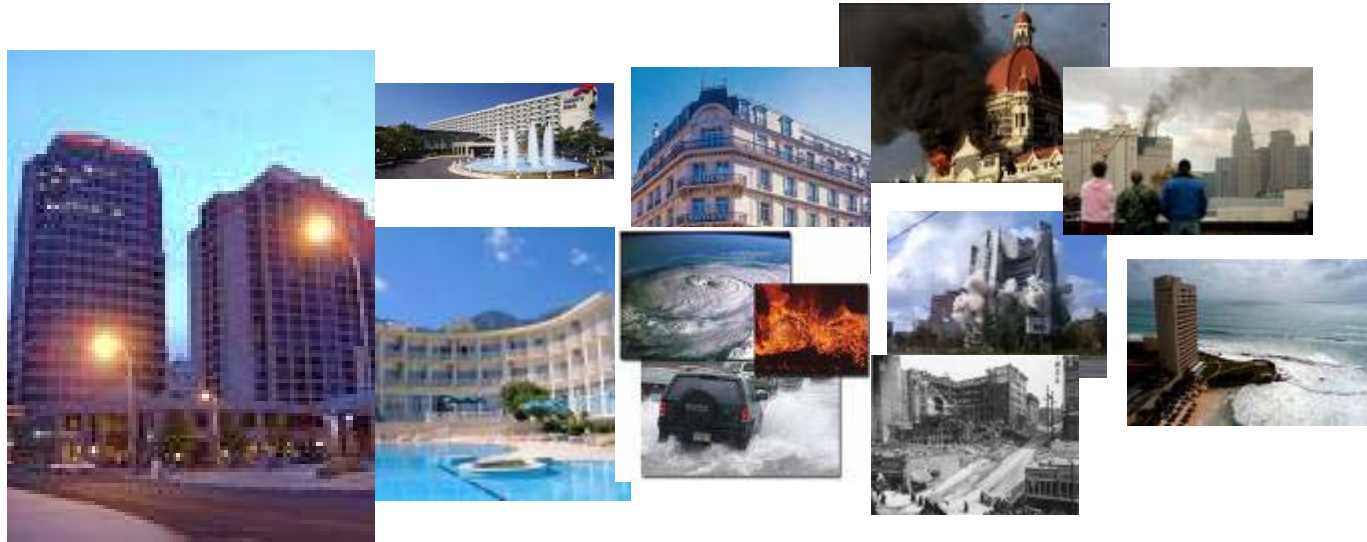
Our Team

Sandi Brewster-walker
President & Independent Meeting Planner
L & P International
8297 Champions Gate Blvd, Ste 356
Champions Gate, FL 33896

www.lpimeetings.biz
lpimeetings@att.biz / sbrewsterw@att.biz
202-558-7480 / 202-664-3599

Reba Pittman Walker
President
The Pittman Connection
3806 - 13th St, NW
Washington DC 20011

rebadc@gmail.com
301-704-7715



Hospitality Industry Disaster Preparedness & Recovery Institute

Moderator

Reba Pittman Walker, President & Independent Meeting Planner
The Pittman Connection

rebadc@gmail.com

301-704-7715

Collaborative leader. Credible facility manager. Respected meetings and events manager. Spirited public safety and disaster management operative.

Reba Pittman Walker, president of the Pittman Connection has over twenty-five years of progressive administrative and management experience in the hospitality industry, government, and the private sector. Her executive level positions have included serving as CEO and General Manager of the Walter E. Washington Convention Center, President of the Hotel Association of Washington, DC, and Deputy Chief of Staff for the Secretary of Agriculture as a part of the Clinton Administration.

Ms. Pittman Walker has served on numerous hospitality industry and community boards, as well as contributed many hours of volunteer service through the nation's first public charter hospitality high school, and organizations for service disabled veterans.

Workshop Objectives

- To offer a relevant educational experience, which has NOT been offered to attendees during a FAM.
- To assist the participants in understanding the impact of disaster preparedness and recovery on the hospitality industry, if an incident occurs during their meeting.
- To understand that a meeting professionals ability to respond to the extraordinary demands following an emergency / crisis would depend, to a large extent on pre-incident preparedness.
- To understand that one proven method in preparedness activity is the use of training individuals on their roles and responsibilities in responding to emergency.
- To understand the process and terminology, as well as become familiar with roles and responsibilities as a hospitality industry professional during an emergency/crisis incident.
- To gain an overview from a *meeting professional, hotel security consultant, destination, and disaster preparedness & recovery expert.*



Meeting Planner View

Meeting Planner View

Sandi Brewster-walker, President & Independent Meeting Planner
L & P International

www.lpimeetings.biz

Lpimeetings.biz

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Ms Brewster-walker is also the president of L & P International, an international meeting management company formed to provide planning, design, logistic support, and management to associations, organizations, institutes, private industries, and governmental agencies. As a meeting professional, Sandi has developed a strong understanding of the international hotel and meeting industries and an international network of hotel, convention center and convention bureau staff members. Her knowledge of the industries has allowed her to negotiate hotel contracts for clients from a position of strength. Hotels understand that she will develop a “*win win*” situation, which is the key to booking guest, meeting rooms, as well as food and beverage. Her reputation in the industry is solid; therefore she has been asked to serve on convention and visitor bureau’s customer advisory boards, quoted in several articles, participated in hotel and industry magazine panels, participated in industry focus groups, and has taught strategic meeting planning.

She has also served as a political appointee in President William J. Clinton's 1st Administration. Prior, she was vice president of public relations for Lockhart & Pettus, Inc., the former New York-based advertising agency specializing in minority consumer market advertising.

During President Clinton Administration, she served in two political positions as a member of the federal government's Senior Executive Service; she was the acting Director of the Rural Empowerment Zone and Enterprise Community Program (EZ/EC), and as Deputy Director for the Office of Communications (Public Relations), U. S. Department of Agriculture.

Recently, she received the honor of being one of the top-40 most successful graduates of Dowling College, Oakdale, L. I., NY. She is also on the tribal rolls of the Montauk Native American Tribe of Long Island, N. Y.

Meeting Planner's View



2010 IMEX - Frankfurt

- ✓ **Greece** – Civil unrest
- ✓ **Indonesia** – Terrorist attack & tsunami
- ✓ **Korea** – Civil unrest
- ✓ **Jamaica** – Riots
- ✓ **Mexico** – Drug cartel attacks & Gulf oil spill
- ✓ **New York City - USA** – Terrorist attack
- ✓ **Turkey** – Tourist plane crash
- ✓ **New Orleans - USA** – Hurricane & Gulf Oil spill
- ✓ **Arizona – USA** – Boycott
- ✓ **London – UK** – British Airways strike
- ✓ **Caribbean Islands** – Hurricanes & earthquake
- ✓ **Dubai** – Economic crisis
- ✓ **California – USA** – Earthquakes
- ✓ **Arkansas – USA** – Tornadoes
- ✓ **Nashville - USA** – Flood
- ✓ **Iceland & Europe** – Volcano eruption
- ✓ **Washington DC & Northeast – USA** – Snowstorms
- ✓ **India** – Terrorist attack



July 17, 2009 – terrorist explosions hit Ritz-Carlton and JW Marriott hotels in Jakarta, Indonesia





http://kingston.usembassy.gov/information_for_travelers.html

Travel Alert

This information is current as of today, Tue May 25 07:20:19 2010.

Jamaica

May 24, 2010

The Department of State warns U.S. citizens against travel to Kingston, Jamaica and its surrounding areas because of escalating violence, shootings and unrest. Jamaican Defense Forces are engaged in an operation to arrest an alleged drug and weapons trafficker. Access to the Norman Manley International Airport has been blocked on an intermittent basis by gun battles between criminal elements and police. A number of air flights into and out of Kingston have been canceled. The Government of Jamaica has imposed a State of Emergency in Kingston and St. Andrew. The possibility exists that unrest could spread beyond the general Kingston area. U.S. Embassy Kingston is taking extra security precautions, including cancelling official travel by USG personnel into Kingston. This Travel Alert replaces the Travel Alert issued on May 21, 2010 to warn U.S. citizens against travel to Kingston and to provide updated information on the security and airport situation. This Travel Alert expires on June 23, 2010...

May 21, 2010 Kingston, Jamaica



The violence was contained in the capital with no reports near leisure and/or business golf courses, resorts or beaches.



Today's environment calls for meeting planners

- To be well-informed about a destination
- To partner with the hotel properties, and the destination on crisis plans
- To be able to communicate their plan using the latest high-technology tools to attendees.

www.onecaribbean.org/resources/hurricaneinfo/

Hotel Disasters Around the World

July 17, 1981 – Hyatt Regency Hotel walkway Collapse

Mar. 15, 1986 – New World Hotel Collapse

July 16, 1990 – Earthquake shakes Hyatt Terrace Hotel & Hotel Nevada

2000 – Gallons of sewage release on Hyatt Hotel grounds in Australia

Nov. 12, 2002 – 70 Tornadoes cut path of destruction leaving 36 Dead in Tennessee, Alabama, Ohio, Mississippi, and Pennsylvania.

Dec. 2004 – Tsunami – Thailand

March 27, 2002 – Park Hotel attack in Netanya, Israel

Aug. 29, 2005 – Hurricane Katrina - Hard Rock Hotel & Casino in Biloxi, Miss., was two days shy of its grand opening

Sept. 20, 2008 – Terrorist Bombed Islamabad Marriott Hotel

Nov. 12, 2008 – Mumbai, India terrorist attack

June 2009 – Engine-room fire halts Princess Cruise sailing from Italy to Athens.

July 17, 2009 – Hotel “terror” explosions hit Ritz-Carlton and Marriott hotels kill nine in Jakarta, Indoneasia

June 2009 – Engine-room fire halts Princess Cruise sailing from Italy to Athens.

July 17, 2009 – Hotel “terror” explosions hit Ritz-Carlton and Marriott hotels kill nine in Jakarta, Indoneasia

Nov. 2009 – 24 Wounded at Pearl Continental Hotel, Pakistan

Dec. 2009 – 57 in Mogadishu hotel explosion die

Feb 27, 2010 – Chile rocked by Earthquake.

March, 2010 – Outbreak of Illness forces Celebrity Mercury Cruise ship to return to port.

During Site Selection & Negotiations

- Due diligence
- Informed about the destination
- Knowledgeable about current political affairs
- Realistic discussions with the hotel's director of security
- Use the following web sites:

www.state.gov

www.cia.gov (World Fact Book)

Farmer's Almanac

www.farmersalmanac.com/long-range-weather-forecast/

Pre / On-Site / Post Meeting

- Communication plan
- Escape Routes
- Shelter-in-Place
- Meeting Records
- Special Needs
- Safety Skills

In closing,

Two (2) FEMA Publications available online:

- Before Disaster Strikes [FEMA A-291]
- Individuals with Special Needs

Thank you!



Hotel Security View

Security View

Michael Hodge, President
Michael Hodge & Associates

www.hodgesecurity.com
mhodge@hodgesecurity.com
240-381-5197

Mike has more than 30 years experience in Crisis Management, Security, Consulting, and Risk Management experience. In 1979 Mike went into Security and Law Enforcement with the United States Marine Corps. After an honorable discharge, he went directly into the United States Secret Service where he spent 20 years before retiring after protecting four U.S. Presidents and other dignitaries.

While still in the Secret Service, Mike completed Law School and immediately developed expertise and his consultancy in advising companies on security, risk management, and other liability issues. In conjunction, he began teaching at the University of the District of Columbia where even today he continues to advise and teach security, crisis management, and other courses related to business.

A Fellow at the Institute for Public Safety and Justice at the University of the District of Columbia, Mike advise on a myriad of issues relating to his expertise. His expertise is also recognized by Courts around the Nation as he is a frequent expert witness on premises security liability.

He is board certified in security management with ASIS International, author of several books and many articles, certified law enforcement trainer, and certified facility security officer. His leadership activities in the security industry include past Chairman of the Crime and Loss Prevention Council for ASIS International and Chairman of the School Violence Task Force.

Mike consulting practice expanded to media training after years of professional training, roles in professional productions, and many on and off camera Expert interviews. He is a member of the prestigious Screen Actors Guild.

Crisis Management for Meeting Planners

- Venue Risk Assessment
 - Natural Disasters
 - Hurricanes
 - Floods
 - Tornadoes
 - Earthquakes
 - Tsunami

Crisis Management for Meeting Planners

- Venue Risk Assessment
 - Man-Made Disasters
 - Workplace Violence
 - Workplace disruptions
 - Terrorism

Crisis Management for Meeting Planners

- Critical Area concerns
 - Transportation
 - Communications
 - Alternative sites
 - Medical

Crisis Management for Meeting Planners

- Michael A. Hodge and Associates, LLC
 - www.HodgeSecurity.com
 - Ph: (240) 381-5197
 - Email: Mhodge@Hodgesecurity.com



Destination View

Destination View

George Brice, CHME, Vice President
Nassau Paradise Island Promotion Board

www.wittassociates.com

www.nassauparadiseisland.com/

George@npipb.com

954-236-0733

George Brice is Vice-President of the Nassau Paradise Island Promotion Board.

His hospitality career spans over 34 years. He worked in all areas of food and beverage as a teenager, after school. He began his career while attending the Bahamas Hotel Training College and working nights as a Front desk supervisor at the Balmoral Beach Hotel.

Brice has held several senior management positions in hospitality management ranging from assistant manager at the Loews Paradise Island Hotel and Villas, to Convention Manager at the opening of the Grand Hotel on Paradise Island. He joined the Nassau Paradise Island Promotion Board in 1987 as Director of Sales, quickly rising through the ranks to his current position of Vice-President.

Mr. Brice holds a Bachelor's degree (cum laude) in Hotel Management from Niagara University, and a Masters in Business Administration from the University of Miami. He is an active member of Meeting Professionals International (MPI), International Society of Incentive Travel Executives (ISITE) and National Coalition of Black Meeting Planners (NCBMP).

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Destination View

- What is a Disaster?
- The Different Hazards and Disasters
- Emergencies that can destroy or have a negative impact on a meeting that are not national disasters.
- Disaster Management

The Different Caribbean Emergency Management Agencies

- National Emergency Management Agency [NEMA]
- Office of Disaster Preparedness & Emergency Management [ODPEM]

The Four Phases in the CDM Cycle

- Mitigation
- Preparedness
- Response
- Recovery

- The Role of CVB's, Promotion Boards and Tourist Offices
- Critical questions that need answered early.

During the Disaster

- Manage it – don't panic
- Preparedness
- Communication
- Compassion

Finally, forget about:

- Image
- Perception
- Economic Impact – short or long term



Disaster Preparedness & Recovery Expert View

DISASTER PREPAREDNESS & RECOVERY EXPERT VIEW

Kenneth Mallette, Northeast Vice President
James Lee Witt & Associates/ part of Global Options

www.wittassociates.com

kmallette@wittassociates.com

732-644-2656

Kenneth Mallette currently serves as the Northeast Regional Vice President for James Lee Witt Associates, providing technical expertise and consultation services to public and private sector clients with an emphasis on state and federal homeland security matters, emergency services, and governmental affairs. He is responsible for the Northeast Region of the United State and the Caribbean. He is presently managing public and private clients in the New England and Northeast region, the Virgin Islands, Puerto Rico and St. Maarten.

- Mr. Mallette has over twenty-five years of diverse service with the New Jersey State Police, Office of Emergency Management, where he retired as a Captain. Mr. Mallette has provided incident management technical support and has acted as an incident command system (ICS) advisor for the 1993 National Governor's Conference in Princeton, NJ; and was assigned as the ICS advisor to the command staff for the World Cup Soccer Games in 1994. Mr. Mallette was a facilitator for the crash of TWA Flight #800 Multi-Agency post incident evaluation held in Brookhaven, NY. He has assisted in the planning of the 1996 Summer Olympics in Atlanta, Ga, and the 2000 Republican National Convention. On September 11, 2001, Mr. Mallette was assigned to the FEMA/USAR Incident Support Team to assist with the Planning Section at the WTC disaster. Mr. Mallette was assigned as the Operations Section Chief during New Jersey's response to Hurricane Katrina in New Orleans in 2005. Most recently Mr. Mallette has just returned from Haiti where he was assigned to assist the Department of State and the United States Administration on International Development. In Haiti he helped organize the Haiti Assistance Coordination Center bringing together the Haitian Government, United Nations, European Union and the United States.
- Mr. Mallette has completed undergraduate work at Benedictine College, KS and graduate studies at Seton Hall University, NJ. Mr. Mallette is a graduate of the FBI National Academy, 213th Class.

Preparedness and Crisis Management

- All Hazards/All Risk
 - Technological
 - Natural
 - Malevolent



Preparedness Management

Self Reliant Planning – *“The 72 Hour Rule”*

Tourism Lead Planning- What are your unique planning needs?

Integrated Planning- Best Practices, redundancy, avoid duplication and be realistic

Exercise the Plan to Failure-simulations, process Management integration and cross train.

Challenge the venue and work force

Devolution of authority and employee empowerment

Crisis Management

Integrated Incident Management

Business lead Incident Management

Flexibility in Command and Continuous Improvement

Short Term Planning (24 hrs)



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Shared Effort

Industry; Hoteliers, Conventioneers, Exhibitions, Meeting Planners

Vendor Dependency; supply chain, security, public infrastructure

Public/Private Partnership;
Industry and Government

None Traditional Partnerships;
Competitors, Customer

