

The Human Side of Disasters: The People Behind the Faces

Satellite Conference and Live Webcast
Wednesday, June 18, 2014
9:00 – 10:00 a.m. Central Time

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

Suzanne Bernier, CEM, CBCP, MBCI
Principal, SB Crisis Consulting
Toronto, Canada

“When I was a boy and I would see scary things in the news, my mother would say to me, “Look for the helpers. You will always find people that are helping.”



To this day, especially in times of “disaster,” I remember my mother’s words, and I am always comforted by realizing that there are still so many helpers – so many caring people in this world.”

Fred Rogers (Mr. Rogers)



Hurricane Katrina



August 29, 2005

An Example

- Three other office product companies did not help their employees or have back-up plans – they have all since shut down
- Bob gained all of their business, and his company’s profits rose by \$2.6 million by 2007
- A perfect example of how doing the right thing can also help make a company stronger!



**Home of cancer victim
Stanley Meyers and his boss.
Another true hero with an incredible story.**

CONTINUITY *cares*



**New Orleans Fire Hall
Read Blvd.
Thursday, April 26, 2007**

Hurricane Sandy



October 25, 2012

Joplin, MO Tornado



May 22, 2011

Miracle on the Hudson US Airways Flight 1549 January 15, 2009



**Captain Mohamed Gouda with
Captain Sullenberger**

Japan Earthquake and Tsunami March 11, 2011



The 3/11 Project – Nobuyuki Kobayashi

Chilean Mine Collapse



Copiapo, Chile
August 5, 2010

Haiti Earthquake January 12, 2010



Slave Lake AB Fire



May 14, 2011



For More Information

Suzanne Bernier, CEM, CBCP, MBCI
President, SB Crisis Consulting
Toronto, Canada

1-866-577-7373, ext. 101
Suzanne@sbcrisisconsulting.com
Sbcrisisconsulting.com
@sbcrisis