

EXHIBIT 1040

Crisis Communications:

A Primer for Teams



by Al Czarnecki, APR

ROLES • RESOURCES • PROCESSES • PRINCIPLES

ETN1040

- With a modem—access e-mail and send news releases

It's easy to keep full resources on a PDA, such as a Blackberry or a Palm device. Software such as Documents-to-Go for Palm devices and eOffice for Blackberries, along with Secure Digital (SD) cards, makes this easy. However, it's difficult to transfer information to a desktop computer unless it's your own, and PDA screen size makes it impractical to view long documents. A PDA is most useful for contact lists. During a power outage, it's important to have a car charger for your PDA.

A little-known Palm device that can be very useful during an extended blackout is the Dana. It has a wide screen, a full size keyboard, two SD card slots, and runs for twenty-five hours on either its built-in rechargeable battery or three AAs. Built for the education market, the Dana is designed to withstand a four-foot drop. Using Documents-to-Go, it's easy to sync your Dana with a laptop, transferring Microsoft Word and Excel files between the two.

Palm users can back up all their data to an SD card using BackupBuddy VFS. If your battery goes flat and you lose all your data, recharge the battery and click Restore—you'll be back in business in less than ten minutes. You can routinely back up to two SD cards and keep one in a safe place. Then if you lose your device or it is stolen, insert the SD card in a new Palm and click Restore—all your applications and data will be installed. SD cards are the size of a postage stamp, thin, and inexpensive.

If data security is an issue, [TealPoint](#) offers TealLock, a security and data encryption solution for Palm devices. It has a whole range of options, including the ability to shred all data if the wrong password is entered a specified number of times. There's also a corporate edition that offers multiunit installation. BlueFire Technologies offers Mobile Security Suite for Palm and Windows Mobile PDAs—it can remotely erase all the data on a device. Blackberry Security offers protection for both wireless and stored data.

BUSINESS



In the valuable business continuity book *Business Continuity: A Primer for Teams*, author Al Czarniecki outlines the roles of key players prior to and during a crisis situation, describes aspects of planning and operational factors relevant to crisis communications, and details how to keep your team available and functioning throughout a disaster. With more than 130 subtopics and 220 links to Web-based resources, your team will find this a rich and useful resource!

"CEOs and business continuity and public affairs professionals will find this a worthwhile read. It flows well and offers a trove of practical information."

—Elizabeth Beaver, CBCP, FBCI, past president,
Disaster Recovery Information Exchange, Toronto

"HR had better have its ducks in a row when a crisis or disaster occurs. This book, well organized and to-the-point, will be a great reference for making that happen."

—George Pearson, editor and publisher (retired),
Canadian HR Reporter

"Very well done. It delivers a wealth of great information and processes."

—Gayle Mitcham, CBCP

Al Czarniecki, APR, is an accredited public relations professional with twenty years of experience. He can relate to the everyday realities of managing communication for a large organization. His consulting practice is based in Toronto, Ontario, Canada.



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