



Press Release

The President of Business Contingency Group To Speak At ARkSTORM

Lee Goldstein to speak at Special Seminar to prepare for California's "Other Big One"

On Friday, February 25, 2011 Lee Goldstein, President of Business Contingency Group, will speak at ARkSTORM'. A special seminar designed to prepare California residents for a storm that could produce extensive flooding and major damage.

Mr. Goldstein will be discussing how businesses can plan for an ARkStorm event. "No longer can a business assume the public sector will be able to respond to its location and take care of everything. Businesses need to develop plans and put resources in place before an event if it wants to survive", said Lee Goldstein. He will be joined by Dr. Lucy Jones, Chief Scientist, USGS Multi-Hazard Demonstration Project providing detailed insight into the scenario itself.

Following up on the "ShakeOut" scenario developed by the USGS Multi Hazards Demonstration Project (MHDP), a second scenario, called ARkStorm was developed that addresses massive U.S. West Coast storms analogous to those that devastated California in 1861–62. Storms of this magnitude are projected to become more frequent and intense as a result of climate change. The scenario describes a storm that could produce up to 10 feet of rain, cause extensive flooding (in many cases overwhelming the state's flood-protection system) and result in more than \$300 billion in damage

The seminar is scheduled for February 25, 2011 and will be hosted at Caltech Beckman Institute Auditorium in Pasadena, California.

For more information or to register go to www.bicepp.org.

About Business Contingency Group

Business Contingency Group (BCG) is one of the nation's leading hazard mitigation, preparedness, response and recovery organizations. BCG provides Disaster Recovery, Business Contingency, and Emergency Management Planning and Consulting Services to companies and public sector agencies. In addition BCG has worked on Humanitarian Assistance Programs and Disaster Management Projects throughout the Caribbean and Central and South America.

BCG also is a Services Associate and an Authorized VAR of WebEOC software products. In addition, BCG is the Developer of the Surface Transportation solution (WebEOC ST) and Exclusive Provider of WebEOC products to the Surface Transportation Sector.

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CONTACT:

Lee Goldstein
Business Contingency Group



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18034 Ventura Blvd., #333
Encino, CA 91316
(818) 784-3736 – Phone
(818) 530-5202 - Fax
leeg@businesscontingencygroup.com