



Editor: John Rislanti

# Manitoba Chapter October Newsletter

**TUESDAY, OCTOBER 25, 2011  
BERGMANN'S ON LOMBARD,  
6th FLOOR - 167 LOMBARD AVENUE, WINNIPEG**

**PROGRAM:** 12:00 NOON WELCOME  
12:15 PM LUNCH  
12:30 PM SPEAKER - ( ½ hr. cont. ed. credits)  
1:15 PM ADJOURNMENT

**COST:** \$25.00 MEMBERS \$30.00 GUESTS

**RESERVATIONS:** **By Noon, Friday, October 21, 2011**  
Annette Ethier at [Annette.Ethier@gov.mb.ca](mailto:Annette.Ethier@gov.mb.ca) or 945-1917  
( Note: MaRIMS will bill no-shows . If paying by cash, exact change is appreciated. )

**PROGRAM:** **MANITOBA FLOOD 2011 – RISKS AND ISSUES, INCLUDING “THE BIG DITCH” CONNECTING LAKE MANITOBA TO LAKE WINNIPEG**

**SPEAKER:** **Doug McNeil Deputy Minister, Manitoba Infrastructure and Transportation**

Doug McNeil's department has been extensively involved in the fight against the Flood of 2011. His staff is also working on the emergency channel to reduce the high water levels on Lake Manitoba.

**MaRIMS Vision:** To be recognized as a strong, vibrant, inclusive association promoting all aspects of Risk Management.

**MaRIMS Mission:** To promote the growth and development of Risk Management through education and networking.

## **COMING EVENTS:**

### **TUESDAY, NOVEMBER 29, 2011**

#### **MARIMS LUNCHEON**

Topic : Canadian Insurance Market Outlook 2012

Tania Whyte, Insurance Marketing Manager, Marsh Winnipeg

David Mew, National Placement Group Leader, Marsh Canada

### **WEDNESDAY NOV 2 AND THURSDAY NOV 3, 2011**

#### **DRIE CENTRAL ( Disaster Recovery Information Exchange)**

#### **ANNUAL GENERAL MEETING, CONFERENCE AND WORKSHOP**

#### **CANAD INN POLO PARK**

<http://www.driecentral.org/current.html>

### **OTTAWA CRIMS PRESENTATIONS NOW AVAILABLE:**

[http://conference.rimscanada.ca/RIMS/RIMS\\_Canada\\_Conference/Home/Ottawa2011Presentations/Default.aspx](http://conference.rimscanada.ca/RIMS/RIMS_Canada_Conference/Home/Ottawa2011Presentations/Default.aspx)

## **RISK COMMUNICATION – HOW DO YOU COMMUNICATE THE APROPRIATE LEVEL OF RISK ?**

### **Trial Over Earthquake in Italy Puts Focus on Probability and Panic**

The manslaughter trial of six seismologists and a government official in the central Italian city of L'Aquila, stemming from what the authorities say was a failure to warn the population before a deadly 2009 earthquake, has outraged many scientists. Thousands have signed petitions protesting the prosecution as anti-science.

But the trial has also focused attention on a vexing problem in earthquake-prone regions around the world: how to effectively communicate the risk of potential disaster. Whatever the merits of the L'Aquila case, scientists and government officials have difficulty conveying what they know about the risk of earthquakes in ways that help prepare the public without sowing panic.

A magnitude 6.3 quake hit L'Aquila on April 6, 2009, killing more than 300. Due to recent seismic activity, the Italian government had convened a meeting of a national risk-forecasting commission, including the seismologists and a government official, in L'Aquila one week prior to the quake.

At the meeting, the seismologists noted that it was possible, though unlikely, that the seismic activity could be a sign that a larger quake was imminent. But in a news conference afterward, the message to the public became garbled, with the government official assuring that there was no danger.

The statement by the official, who is not a seismologist, violated a cardinal rule of risk communication, that those involved should speak only to their expertise, said Dennis Mileti, an emeritus professor of behavioral science at the University of Colorado at Boulder. This person should not have been speaking, said Dr. Mileti, who has studied risk communication.

In general, said Michael Lindell, a professor at Texas A & M, scientists should advise emergency managers about the likelihood of events, and then the managers should make the yes-or-no decisions about whether to order an evacuation or urge the public to make other, simpler preparations.

Humans are hard-wired to deny low-probability, high-impact events.

(c/o Advisen and The New York Times)

## **NEW INSURANCE PRODUCTS**

A company is offering Ohio homeowners insurance against declining property values.

San Francisco-based Home Value Insurance Co. says the policy is being introduced in Ohio as part of a national rollout. Company officials say it's the first of its kind and is designed to insure homeowners against steep losses if home prices in their area drop and they sell their property for less than its insured value.

The company says the premium won't increase by more than 5 percent a year. The home value premium is determined by where the home is located and its value. Company officials say a typical Ohio homeowner would pay \$35 to \$45 a month. The company expects to offer the policy in up to 20 states by the end of next year. (c/o Advisen)

## **JOKES OF THE MONTH**

### **CROWDLESS FUNERAL**

As a bagpiper, I play many gigs. Recently I was asked by a funeral director to play at a graveside service for a rural man with no family. He had no family or friends, so the service was to be at a municipal cemetery in the Interlake. As I was not familiar with this area, I got lost and, being a typical male, I didn't stop for directions.

I finally arrived an hour late and saw the funeral director had evidently gone and the hearse was nowhere in sight. There were only the diggers and crew left and they were eating lunch. I felt badly and apologized to the men for being late.

I went to the side of the grave and looked down and the vault lid was already in place. I didn't know what else to do, so I started to play. The workers put down their lunches and began to gather around. I played out my heart and soul for this man with no family or friends. I played like I've never played before for this homeless man.

And as I played ' Amazing Grace ,' the workers began to weep. They wept, I wept, we all wept together. When I finished I packed up my bagpipes and started for my car. Though my head hung low, my heart was full.

As I opened the door to my car, I heard one of the workers say, "I never seen nothin' like that before and I've been putting in septic tanks for twenty years."

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