

newsletter

PPBI, Inc.
Aug 2013



Leadership and Business Continuity

This issue has a different theme—Leadership. PPBI will again announce our Best Practices Award at DRJ in Orlando. Every recipient of this award has one characteristic that sets the person apart from the multitude of other candidates—Leadership.

Our Mock Disaster article about the mock in San Diego last fall describes a truly chaotic event, with more event activity than any one person could manage. The participants at the tables with the best leadership gained far more from their experience than the other tables. As a facilitator, it was fascinating to observe.

Dr. Torres article on page 3 lets you look at yourself to identify leadership characteristics in your own persona.

On page 4, Dr Vali describes her 12 tips on persistence, which is one of the most important characteristics the effective leader must have. Burnout of the members of the recovery and crisis teams is one of the factors that lead to failure. A good leader will take action to prevent that.

Enjoy! Ken Schroeder, Editor

PPBI to Present 2013 Best Practices Award @ DRJ

The PPBI Board has nominated and made their selection for the annual Best Practices Award. Deidrich and the Board will present the award during the morning General Sessions on Tuesday, March 19th at the Orlando Spring World conference. The award is to highlight specific achievements in promoting the principles of PPBI—namely developing and fostering the public-private partnerships needed to ensure successful recovery, restoration and resilience in today's complex business and public environment.

We are already looking for nominees for next year who have demonstrated outstanding cooperation, understanding, building of relationships between the public and private sectors. Send your suggestions to PPBI@ppbi.org

PPBI Presented Fall World Mock Disaster

PPBI Highlighted Social Media

After a hiatus of several years, PPBI once again presents the Mock Disaster Exercise at the Fall World Conference in San Diego. In a three hour exercise limited to 200 participants, will be the first to highlight aspects of social media as a complex scenario filled with surprises plays out.

PPBI developed a totally fictitious company, PPBI Widgets, located at a fictitious address in Wichita Falls Texas. The company had its own web site:

PPBIWidgets.wordpress.com

Attendees could view the website to get additional information about the company prior to the event, which began at 1:30 on Sunday, Sep 9th. Each attendee was a member of the management team of PPBI Widgets who are

Just because you do not take an interest in politics doesn't mean politics won't take an interest in you!
~Pericles (430 B.C.)

Experience is simply the name we give our mistakes.
~Oscar Wilde~

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Eyewitnesses in a Disaster

Why eyewitnesses are so unreliable?

Perhaps a recent and fantastically clever advertising campaign from Colgate toothpaste can demonstrate a very basic principle of psychology that is at the core of eyewitness unreliability. Look at the three pictures below, and then read the rest of the article.



Continued on page 3

Chairman's Notes



Good Day! We see amazing changes in the economy and our perception of the economy. The market is back to pre-recession levels, and again we have the perception of the growth of wealth in the populous. That

is unless you're in one of those area's affected by Sandy and/or the many winter snowstorms and tornados that have coursed across the country. If not then perhaps you may have time to consider the market factors and how it may affect your future. Some feel we're back, others look at the glass half full and worry about the next ripple. In all cases we know inside that we need to prepare. While we at PPBI cannot help you with the specifics of planning for your financial security, you know we advocate for a balanced preparation in all things, especially partnerships!

And, speaking of partnerships, I bring you good news; PPBI is still here and we are still building those partnerships that work. At a recent meeting of the PPBI Board of Direc-

tors, we had a unanimous vote for new member to the board. This news is so fresh I have not had the opportunity to get the minutes out announcing the change. If you attend the DRJ conference next week, stop by the booth and I'll update you on the latest! We also have a candidate for the PPBI Best Practices Award; the very first award we are aware of that recognizes exceptional behavior in our industry! Stay tuned, and we'll post this year's award on the website WWW.PPBI.ORG.

If you are not a member of PPBI, please take some time to think about it; there are a number of benefits as noted on the web site and I'll add that another is the opportunity to get published in the DRJ! Every Disaster Recovery Journal has an article from PPBI and generally it is written by one of the board members, but the PPBI membership is also invited to submit an article; we'll even help you with it! Give it some consideration, it's great to share your experiences and nice to see your name in print.

Speaking of the DRJ Spring World, PPBI is again hosting our Incident Management workshop. This time it will be on Tuesday afternoon, where we cover our usual principles of inci-

dent management, our program maturity model, and the impact of social media on your incident management (from our Mock last fall.) We will not disappoint you; it will be time well spent. Oh yes, we still have a booth. Stop by and chat with us if you're in the area.

We at PPBI we work to build partnerships at every level. We understand our roles, we encourage participation and we share what works with others. We thank you for following us in our efforts and offer any support we may be able to provide for you and your locale. Visit us at our website WWW.PPBI.ORG or get in touch with us at Mail@PPBI.org.

Note: Next issue I'll get back to how the weather is affecting the water level in the great lakes and once again the impact with the local flavor.

Thanks and all our best;

Deidrich

Mock Disaster (from page 1)

attending a Management Retreat and Annual Planning Workshop.

The scenario actually began as the attendants entered the workshop auditorium. They had to wade through some California protesters, demanding all commercial activity cease on Harbor Island, because it was endangering the Cuckaded Harbor Island Crab. Protesters handed out flyers, and asked participants to join them.

Deidrich Towne, PPBI Chairman, said "This was the most complex event we've ever hosted."

Ken Schroeder (your newsletter editor) chaired the event committee. "We've never pulled together such a group of professionals. The meetings and planning are all virtual. The first time we'll all come together is the morning of the event. It is a real challenge, but all the participants are really excited by the way it is taking shape."

Participants were given details about the social media connections prior to arriving in San Diego, giving them a chance to link, like, and follow.

Bob Arnold, CEO of DRJ, said, "This was the first Mock to take a real look at how social media can affect the prosecution of a disaster."

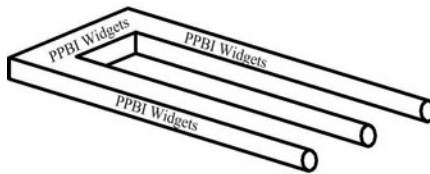
In keeping with the PPBI philosophy, we formed partnerships with several agencies, each of whom brought expertise to the table that we couldn't have done ourselves. The first time we came together was the morning of the Mock Disaster.



A Protester

PPBI partners all deserve credit for their contributions:

- Alan Farber of Agiosat: We didn't have Internet access in the exercise hall. Agiosat put up a satellite receiver and a large wireless router so everyone could (if they chose) get onto the real Twitter and Facebook activity as it took place.
- Kathleen Hessert, CEO BuzzManager brought her talents to demonstrate how monitoring media can assist in situational awareness.
- Chief Bolduc and the members of the San Diego



Harbor Police who helped keep our protesters in check and investigated the kidnapping.

- Roberta Flynn, PWIUSA.com who also acts as Lead Disaster Mental Health at American Red Cross provided insight into disaster psychology and stress.
- Linda Locke, Reputaire Consulting, drove home the importance of social media monitoring to control reputations, where false information can lead to a potentially even more critical disaster.
- Eric Frost, Co-Director, Homeland Security Graduate Program at San Diego State U, worked with



Continued on page 6.



Ten Ways to Know if You Are a Leader

By Dr. Sandra L. Torres

Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.
-Winston Churchill-

The quote "leaders are made and not born" is attributed to Vince Lombardi. Lombardi is best known as the head coach of the Green Bay Packers during the 1960s when he led the Packers to three straight league championships. He believed that leaders were made by hard effort and that hard effort was the price all of us must pay to achieve any worthwhile goal.

Lombardi was right about effort. In leadership, effort is a quality that must be worked on continuously. If you observe people who have the ability to influence others in order to reach common goals, you will see that this is best accomplished when trait and process leadership are combined. People who have charismatic and persuasive personalities are often assumed to be natural leaders because of their behavior. But with accomplished leaders these traits only work in their favor when combined with a process. A process leader is someone who possesses observable

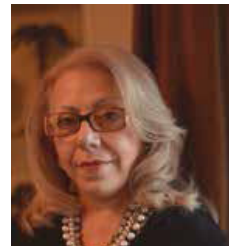
Ten ways to know if you are a leader:

1. You long to make a difference.
2. You're discontent and dissatisfied with the status quo.
3. You're don't wait for more resources to accomplish your vision.
4. Your dreams are often so big they seem impossible.
5. You refuse to blame others for your circumstances and take responsibility for finding solutions.
6. You foster unity by bringing people together and encouraging dialogue.
7. You are quick to say, "I messed up. Here's what I am going to do to fix the problem I created."
8. You value relationships more than tasks.
9. You walk your talk, not perfectly, but sincerely and intentionally.
10. You are a learner. You read, listen to podcasts, attend conferences, and ask questions of other leaders.

want to find a good leader, look for followers who are also willing to make an effort. You will more than likely also find successful results.

If this sounds like you, congratulations! You are a leader, or well on your way to becoming one. Leadership is not only about experience, education, or talent. It's about making the effort and choosing to lead.

Author, speaker, and



leadership consultant, Miami-based Dr. Torres has researched leadership practices around the world., with more than 20 years of experience. Leadership Si offers bilingual leadership expertise via her writings, training, workshops and speaking engagements. Her speciality is women's leadership. Get to know her better by visiting Leadership-si.com.

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Credit Union Business Magazine

I ♥ my job

It is important to note that all leaders who possess trait and process leadership abilities are not necessarily good leaders. During the past few years, we have witnessed how some political and business leaders with both trait and process abilities have exhibited non-ethical behaviors. These leaders not only dishonored themselves, but also wasted a tremendous amount of effort striving to reach the top. They also alienated their followers. If you

EyeWitnesses (from page 1)

Alright, now that you had time to quietly observe the images, in the first one you will now notice that she has one finger too many in her hand, in the second one a phantom arm is floating there, and in the third one the man has only one ear...

The campaign attained its purpose, because it proved that food remains on your teeth draw more attention than any physical defect...

(You going back to page 1 to check it out about about now.....right?)

(Special thanks to John Glen for sharing!)

Vendor Management?

The recent news about the horsemeat in food products on sale by Tesco in England and other suppliers in Europe highlighted once again the need for Vendor Due Diligence. Meat in Tesco burgers which was found to contain horse DNA did not come from a list of "approved suppliers", the supermarket chain has claimed.

The retailer has dropped Silvercrest, part of the ABP Food Group, as a supplier, saying the "breach of trust [was] simply too great".

Tesco said it would introduce a DNA testing system for meat products to "ensure the quality" of its goods.

ABP said it had "let customers down" and apologised for the failures.

An internal investigation by Tesco also found meat used by at the Silvercrest facility in County Monaghan, in the Republic of Ireland, originated from outside the UK and Ireland, contrary to the supermarket chain's policy.



Dr. Valis

12 Tips on Persistence

Vali Hawkins Mitchell, h.D. LMHC REAT

Persistence is an important key to getting what you want in life. Those who succeed may not have greater IQ's, fancier opportunities, better luck, or more money. They just may have more persistence! Persistence means you suit up, show up, and stand up again and again.....and again. There are countless tools and methods available to enhance your persistence. And how you choose to develop your persistence will be as unique as you are and as unique as your special goals and dreams. Here are a few tips that have served me well in my journey. I have had some daunting obstacles and challenges and yet, here I am, still persisting. I have had some wonderful mentors along the way. I have met experts, wise-ones, and ordinary masters who in their 80's, 90's and 100's were still going strong and inspiring me to keep moving forward! I really hope that you achieve your dreams, because if you do, it will be good for all of us! Dreamers create hope for all of us! And when you get to your dream-come-true....start a new dream and then turn around and pass on the hope!

Do not let the fears of other get in the way of believing in

1 Listen to people who give you yes messages.

yourself. Even if you don't believe in you, don't let others convince you that you are right. If you want to be an astronaut, give it a shot. If you do not reach the stars, okay. But in the process, you might just find that you like working with the nifty computers or are an amazing science fiction writer. You might become an armchair astronomer. If you want to move up in your company....go for it! If you want to change careers....go for it. If you aren't living your life....who is?

2 Pick a goal, any goal, and do one small thing toward it every day.

Some days are harder than others are. Once you have picked a goal, do something toward it every day. Even if today you can only muster the strength to sharpen your pencils, say aloud, "Sharpening this pencil is helping me reach my goal of _____." One 70-year-old author I know was asked how long it took him to write his novel. He said, "70 years." This was a happy man. Get a book on management or whatever you want to do and read one page a day....it may take you a while, but

you can feel good about doing "something" each day toward your desired outcomes.

3 Suit up and Show up.

Begin to see everything as directed toward your goal. If you are watching TV, watch for programs about your goal. If you are going for a walk, consider how walking will make you stronger for your outcome. If you are eating, eat to get healthy for your goal. If you are reading a silly cheap novel, use it to learn to read faster or sharpen your relaxation skills. If you are gifted with friends and family and money, share the wealth and be grateful. If you are poor and alone, celebrate your freedom, because when you are successful you will be very busy and up to your chin in people who want to be with you. If people criticize you for having goals and dreams, do what a friend of mine from Georgia told me, "In your mind you just bless them and hope someone will bake them a nice pie." And then move in the other direction toward your dream.

4 Take time to notice the world outside the window.

As you become more involved and engaged with your visions and goals, make certain that you continue to do reality checking with nature. Nature is honest and will give great feedback. Spend at least 5 minutes each day (more if you can) looking out the window, counting snowflakes, picking flowers, sitting on the porch in the sunshine, walking barefoot, hugging trees, or weeping over sunsets. At work this can look like a quick breath of fresh air between meetings, a quiet lunch outdoors, a quick peek at the trees outside your window, or drinking a glass of water very slowly and enjoying the sweetness of the liquid going down your throat and saying, "Thank you water, I'm thinking of the rain and the ocean because of you."

5 Don't join those who complain about the process.

In work sites, employees can quickly establish themselves into two separate groups. One group is comprised of workers who complain about everything, and the other group is filled with those who do not have time or will not take time to complain. Guess which group is more successful over time? There are always things that annoy us at work....that's why they call it work and not vacation. The trick is to note it, feel it, honor it, and then move on forward. Those who put energy into the problems put themselves at risk for getting stuck there. And negative opportunists are just hoping for this, because misery indeed

Democracy must be something more than two wolves and a sheep voting on what to have for dinner.
-James Bovard

does love company. My advice is this: unless the situation is something you really need to change and want to put your energy into by working towards a solution, visit your annoyances but don't move your furniture there.

6 Make at least two new friends.

Make one friend who is just a bit less motivated than you are and one who is just a bit more motivated. Let these two valuable and different-energy friends balance your pace. As you interact with the less motivated friend, use a little of your energy to push him/her and yourself. As you interact with the more motivated person, use a little of their energy to push yourself. Don't exploit them...just notice your energy field and pay attention to your own goals. Do not try to overcome the more motivated person, or rescue the less motivated person. Simply notice your pace and use it to keep your energy flowing as if you were in a marathon and wanted to stay in the front group. Enjoy their success energy and persistence and to create sources and boundaries for your own forward momentum. It is also a gift to yourself to maintain old friendships with supportive people who may not be "on your train" but will act as witness to your growth and celebrate with you. There are people who love to cheer for the mountain climbers but who themselves would rather wait at base-camp and drink cocoa from inside their sleeping bags. They are gifts. Ask climbers to join you and ask the base-camp folks to fix a cup of cocoa for you when you return with your grand stories. And bring them a story from your trek while thanking them for "having your six." These friends are treasures to protect.

7 Pick an appropriate time to relax with peers. Become devoted to it.

Every Tuesday after work, or the first Thursday of every month, or any other time that works for you, create a meet-up. A few of your peer group or co-workers could meet at a local café to talk, complain, laugh and regroup over coffee or nachos. An established regular connection can be open to anyone who shows, one or all, and can be used to debrief the week so people do not have to take it home. It isn't an excuse to focus on complaints, but a time to acknowledge that everyone is working hard and needs to honor that with one another in a safe environment. Recreation is absolutely necessary to keep up a consistent level of persistence, create balance, provide fun stories, encourage light moments, provide places to exchange helpful tips, and eliminate isolation. Isolation is very dangerous when you are striving for a goal because in isolation you can lose perspective about why you began this journey in the first place. The trick is that this meet-up isn't mandatory, judged, documented, or otherwise turned into anything but a breath of relaxation. If someone shows up, that's great; if no one shows up...also great. It is an option that those who know how to unwind might appreciate. When I was in graduate school I organized a gathering of students. Every Friday we met in local place that was off

Continued on page 5.

campus. Sometimes there were ten of us, sometimes only two. I was there every week even if it was only for ten minutes. It was a supportive transition "out of the fishbowl" of the intense environment we were required to share daily.

Take care of your soulful self.

Although it is very important to care for your physical and emotional well being while working for a goal, it is critical to care for the part of you that goes "beyond the self." Write poetry on napkins, pray, meditate, walk on the pier, compose a symphony, visit a church or synagogue, find a holy site and go there alone and sing, smile at old people at bus stops, sew a quilt for charity, walk for a cause, speak to someone in an elevator, buy an antique, swim, watch old movies, give blood, write love letters, make cookies, wait patiently for someone, help a friend move, wash your car, paint your living room, make curtains, walk on the beach, be a birth coach, sit by a dying friend, buy a cat, take your dog to the park, climb a tree. In other words, do something that helps balance the necessary laser-directed-unilateral-self-focused energy it takes to push toward your goal by offering service and connection to others and to the bigger picture of the universe however you perceive it to be.

Re-invent yourself.

Take time to find out who you are and who you want to be in 5 years, 10 years, and 20 years. Find a mentor in someone who has succeeded in the area or field of your goal; ask him or her for advice. Find someone older who will say, "Just do it now dear, because when you are my age, you will wish you had." Find someone younger who is working on it now. Jump in the pool and become one of the people in the "field" of interest. You don't have to be the number one expert to be a player. Try it out and see if it sings. If it doesn't, reinvent yourself again. One of my mentors, a woman in her late 90's, taught me that you can reinvent yourself at any age. I saw her do it. It was awesome. She lived into her 100's and literally became a more amazing woman each time she exercised one of her new ideas.

Learn to surrender and how to jump hoops.

Learn to surrender and how to jump hoops. Being a student, or a learner of any kind, means there are other people who know more than you about a subject. Someday you will be the knower. And perhaps, someday you will be a master of a subject. But for the moment, you may need to listen to others and jump the hoops they suggest for you. I'd encourage you to listen since they have already taken the road you want to take. They may actually know some of the hoops to jump and some to avoid. When you are in their position, as expert, knower or master, you will want to continue to learn from those you are teaching. True

masters, experts and mentors continue to learn from their students. The reason for this is that they have also learned the art of surrendering. Surrendering gets either easier or more difficult as you age. Surrender can feel like Freedom or death. But until you really are the One Who Knows All Things In Your Given Area of Expertise, you can still learn. And even the Knower must learn how to be a wonderful knower. The surrender of jumping hoops to get to a goal can feel bad or be part of the creative cycle. Hoop jumping is usually a temporary event. The hoop is not the entire Truth of the Universe, it is only a hoop to get to your goal. Don't make it more than it is or less than it is. Masters are not necessarily any brighter or more intelligent than anyone else is, but they are more persistent than most and willing to jump through pointed flaming hoops to reach their goals and dreams. There is a story about Albert Einstein who was trying to fix a crooked paper clip. He searched for a tool to fix it and found an entire box of paperclips. He completed repairing the bent clip. Even though he did not need to, he was persistent in completing his task. When asked about this he explained that this was how he approached every problem until it was solved.

Know when to push the envelope and when to back off.

The one-minded focus necessary to reach a goal can lead some to a rather addictive-like process of what could be considered selfish or obsessive behavior. That can lead down a path that isn't necessary. Learn how to take breaks. Learn when to push and when to not push. Figure out when you are off track. Watch for signs like: leaving your purse in the refrigerator, forgetting to shower for much too long, talking to friends online rather than taking your dogs for a walk, yelling at your wife, screaming at your husband, thinking the world revolves around you, feeding the kids cereal on Thanksgiving because you forgot it was a holiday, or screaming at friends who just "don't understand your vision." If you are hurting yourself or hurting someone else, you are off track. Maybe your goal is good and valid, but your way of getting there is inappropriate. If you are not making any progress you may also be off track. You can seek advice from friends and family or look for professional help if you lose yourself in the process. It is okay to have someone redirect your energies. It is also okay to change your mind, change your vision, change your goal, and change your style. If you need to make an exit, use this phrase to explain it to friends, "It seemed like a good idea at the time, but I changed my mind." If you have a special wonderful vision, at least go for it. Success often means you gave it a shot and decide. If you are really driven and pressing forward with all your might, make certain you review the other tips here so you can avoid burnout. Go for it...but don't forget to breathe, enjoy nature, and avoid hurting yourself or others. Not long ago I took on an awesome and trendy project. My ego was invested in it and I announced my cool decision to everyone. Within two weeks I saw that it was not leading me in the direction of my highest good and I had to back out. It was correct and I felt almost instant relief. The hard part of sharing with my friends that I had changed my mind. My ego had invested in my coolness. So my ego had a bit of a whimper, but my spirit breathed a bigger sigh of relief!

Bless yourself for surviving.

Survival is not always a pretty sight. It takes a lot of grit and persistence to live through this life. You probably know people

that didn't realize their dreams and goals. If you are reading this, it means you are probably still alive and still trying to get there. Good for you. All your faults, errors, talents, skills, efforts, mistakes, questions, answers, fears, angers, joys, resistances, problems, victories and failures have led you to Now. You are so brave. As you persist in living on Planet Earth and following your dreams and working toward achieving your personal goals you must continue to give yourself permission to persist and permission to continue persisting. Sometimes no one else will encourage you. In fact, some may scorn you for pressing on. That's okay. It isn't their path. Choose to be noble. Be even more honoring of others. Celebrate other survivors and strivers. Be generous. Live in your integrity. Find and create dignity in everything you do. Then, no matter how big or small your goal, when you reach it, bow deeply to yourself and say, "Thank you." You'll know what that means when you arrive at one of your goal markers and note your progress. There may be no YOU PARADE, but a humble quiet moment of gratitude is such a gift to yourself. A wonderful benefit of this kind of thinking is that you will be able to celebrate and honor even the smallest achievements of others. The victories of others will be neither a threat nor a joke. You will authentically celebrate success and compassionately support errors. A win for someone will be a win for everyone. You will know that even if someone else's goal appears small to you it may be their Mount Everest. When you know what your vision for greatness is you will be able to persist toward it while cheering loudly for other persistent people. And, to continue being persistent for your lifespan, you need to understand one critical idea: there is no finish line until your last breath! AND THEN...who knows what's ahead?



Vali Hawkins Mitchell, Ph.D., LMHC, holds advanced degrees in Health Education and Applied Psychology and is a leading authority and consultant in the growing field of Emotional Continuity Management. A Certified Traumatologist, she was requested to counsel first responders during such disasters as 9/11, Hurricane Katrina, and the Indonesian tsunami.

Dr Mitchell has just published... *"The Cost of Emotions in the Workplace"*

Obstacles are those frightful things you see when you take your eyes off your goal.
-Henry Ford-

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Mock Disaster (from page 2)

his students to drive the Facebook and twitter activity that make it all work.

- John Paul University School of Journalism for contributing Stephanie Hilms, who with her camera in hand, played the role of push press in the middle of the chaos of the crisis.

When the fire broke out at the home office in Wichita Falls Texas, all were surprised. Cell communications faltered. Participants found out about a trapped employee dying in the fire through a Tweet. Only one phone call made it through to the CEO, who was leading the meeting.

As the teams worked to begin setting up emergency ICS structures, searching for more information, and trying to catch up on the flow of activities, our protesters broke into the hall, pushing their demands.

As breaktime saw everyone out for a soda or coffee, our protesters once again began to crowd around the CEO, and soon whisked him away as a hostage, while simultaneously hacking the PPBI Widgets website with their demands. They also tweeted their demands.

The SVP had to take over the activities after the break, as the participants were forced to deal



two, simultaneous, unrelated disaster, with the reputation disaster about to become the third.

Exercise injects from the participants themselves demonstrated the importance of monitoring the stress psychology, with several vocal outbreaks of mutiny.

PPBI staff worked as many teaching moments into the scenario as time allotted, and shared comments and ideas from each of the team of about 20 people acting as the crisis management teams.

The protesters benevolently released our CEO as the exercise came to a close. The CEO returned to a less than enthusiastic crowd, while the SVP announced his resignation.

Word has it the Save-CHIC protesters retreated to a nice crab boil at a local seafood restaurant to plan their next protest.

PPBI, in the meantime, owes a great debt to all the partners who helped us pull this Mock di-

saster together. The work that went into the exercise would have been in vain, had we not partnered to bring in expertise in areas we lacked.

And that, after all, is what PPBI is all about. It was truly an honor to have hosted this exercise.



Vendors (from page 3)

Horse and pig DNA was also found by Ireland's food safety authority (FSAI) in value burgers sold by Lidl, Aldi, Iceland and Dunnes Stores.

Oh yes, Ikea in NA admitted the mystery meat was also contained in their Swedish Meatballs.

Do you know what your vendors are supplying your company?

CORPORATE IMAGE DISASTER IN THE MAKING
Tweets about Tesco Beef Products?

"I'm so hungry, I could eat a horse...."

Anyone want a burger from Tesco? Yay or neigh?

Not entirely sure how Tesco are going to get over this hurdle.

Waitress in Tesco asked if I wanted anything on my Burger. So I had a \$15 to show!

Had some burgers from Tesco for my midnight snack last night.... I still have a bit between my teeth.

A woman has been taken into hospital after eating horse meat burgers from Tesco - Her condition is said to be stable.

Tesco are now testing all their vegetarian burgers for traces of unicorn.

"I've just checked the Tesco burgers in my freezer...AND THEY'RE OFF"

I hear the smaller version of those Tesco burgers make great horse d'oeuvres.

These Tesco burger jokes are going on a bit.

To beef or not to beef. That is equestrian.

Tesco now forced to deny presence of zebra in burgers, as shoppers confuse barcodes for serving suggestions.

Said to the missus, "These Tesco burgers given me terrible trots."

A cow walks into a bar. Bartender says "Why the long face?" Cow says "Illegal ingredients, coming over here stealing our jobs!"

Talk about flogging a dead.. agggghhh NO! NO! NO! STOP! STOP! STOP!

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