



FEMA HEAD EMBRACES – WAFFLE HUT 'S OPERATIONAL PHILOSOPHY

In an interview with The New York Times, W. Craig Fugate head of the Federal Emergency Management Agency- FEMA gives praise to Waffle Hut a southern US restaurant food chain.

“Waffle House has a very simple operational philosophy: get open. They never close. They run 24 hours a day,” he said. “They have a corporate philosophy that if there is a hurricane or a storm, they try and get their stores open. It don’t matter if they don’t have power, it don’t matter if you don’t have gas. They have procedures that if they can get a generator in there, they’ll get going. They’ll make coffee with bottled water.” [Read more of this NY Times article](#) (Ctrl+Click)

AAPM® RECOMMENDED READ

MADE TO STICK: WHY SOME IDEAS SURVIVE AND OTHERS DIE

BY CHIP AND DAN HEATH
ISBN 978-1-4000-6428-1

Intro Lines from The Book: *Made to Stick*

“some ideas are inherently interesting and some are inherently uninteresting. A gang of organ thieves — inherently interesting! Nonprofit financial strategy — inherently uninteresting! It’s the nature versus nurture debate applied to ideas: Are ideas born interesting or made interesting?... So how do we nurture our ideas so they’ll succeed in the world? Many of us struggle with how to communicate ideas effectively, how to get our ideas to make a difference... Good ideas often have a hard time succeeding in the world. Yet the ridiculous Kidney Heist tale keeps circulating, with no resources whatsoever to support it. ... Why? Is it simply because hijacked kidneys sell better than other topics? Or is it possible to make a true, worthwhile idea circulate as effectively as this false idea? [Read more on Intro Chapter](#) (Ctrl+Click)



Editor’s Notes :

by Michele Guttenberger, MPM®
RISK MANAGEMENT SHOULD INCLUDE RETRO THINKING

New York City Metro Area embraces the world’s latest technology. However, the best wireless techno users were not immune to hurricane Sandy’s wrath. It was the techno warriors that felt crippled by the storm. Most of them were born well after the era of rotary dialed phones. The New York Metro Area never had a manual plan B in place, because that would be too archaic for the World’s Greatest City. But, the unexpected happened and people and businesses were disconnected from their internet and cell service providers. The latest smart phones were like poor sea mollusks being held up to one’s ear with a glimmer of hope in hearing the chimes of connection. The scariest thought was that the most advanced culture of the world was rendered helpless without their electronic gadgets and their minds were not equipped to work in manual overdrive. There were so many simple alternative methods to conduct business, but few were creative enough to use them. Yes, we had our back-up generators that ran on petroleum. But, many of these petro filling stations had pumps that ran on electrical power with no backup generators to run them. It was ironic that the stations that sold petroleum for generators could not fill them. Merchants could not conduct transactions because they could not process credit cards.

Other parts of the world have learned to adapt to unexpected variables and learn to adjust to power down times with rudimentary but reliable alternatives. Most of the World does not have 24/7 reliable networks and power, but manages to adjust without affecting huge trauma. Metro North America needs to acquaint itself with life before electricity and realize great minds of the past accomplished great things and were entrepreneurial, conducted financial transactions around the world and could build majestic buildings with rudimentary tools. Risk management needs to include methods that don’t rely on the latest technology and people need to think in an analog way that includes a dial up mindset in order to function when their gadgets turn into seashells. Also, it is important to note that there will be risk situations where you need to think inside the box.

Inside This Section

- ☆ AAPM® Testimonial – Endorsements
- ☆ FEMA – Waffle Hut Logistics
- ☆ This Month’s Tip – Share a Google Apps Calendar
- ☆ Recommended – Made to Stick Why Some Ideas Survive & Others Die
- ☆ Retro Thinking Risk Management



Earn an ONLINE PM Degree Begin NOW - Masters Degree in Project Management Accredited Program. Brandeis University Graduate Program

<http://projectmgmt.brandeis.edu/BRU-MSMPP-IBS/>

For the prominent MPM® Master Project Manager Certification, please visit here:

<http://certifiedprojectmanager.org/traini ng.html>

This Month’s Tip:

How To Share a Google Apps Calendar

Learn how to do this on hyperlink listed below

[Check it out on YouTube from Navitend](#) (Ctrl+Click)

To pay your annual good standing and to Update/Renew your Certification(s), please click here:

<http://store.certificationregistration.com/aupce.html>

Inside This Section

Cert. Training in Oct. 2012

Free CEO Guides

5 Step Guide For Members

Careerbuilder -Job and Career
News

PM Continuing Ed Online

Spotlight on: Darren Page

*Career Articles - AAPM® and
the International Project
Management Commission:*

powered by **careerbuilder.com**

4 WAYS TO LEAD WITH YOUR VALUES

Making the "correct" decision when you're
leading a company doesn't mean it's
always right for your own beliefs

[Ctrl click to find out how](#)

BECOME A CERTIFIED
Master Project Manager (MPM®)
AAPM® 2012 Year Approved USA
Training in Major Cities

See latest Dates & Locations on page 3

*Raleigh/Durham, NC -
• Oct 2-5, 2012*

*Chicago, IL -
• Oct 16-19, 2012*

*San Diego, CA -
• Oct 23-26, 2012*

OCTOBER
Congratulations!



AAPM® Online for Annual Continuing Education

Project Management and Ebusiness
with **Mindleaders**.

Feel free to take this online course
for your annual CE for PM

**Project Management
from a People Perspective.**

· [Click Here to Register](#)

Master Alumnus Spotlight on
Darren Page, MPM®,
Hon. Global Advisory Board Member



Darren Page is Senior Program/Project
Manager and REP Trainer at Harrison
College in Indianapolis, Indiana. Darren
is a staff member to a college that
advocates education dedicated to
excellence in higher learning through
collaboration with students, staff,
faculty, and host communities. As a
staff member to their Project
Management studies department,
Darren Page professes student-centered
education that prepares students for
careers that positively impact society,
both locally and globally.

New CEO AAPM® Guides
Edited by Prof. Dr. George Mentz, JD, MBA, MPM®
In these FREE GUIDES, the
fundamentals and refresher
information about E-Business
Management and Management
Consulting are revealed. This is
released as a member exclusive.

**Download the E-Business Guide and
the MBA CEO's Management
Consulting Guide**

The AAPM® has been featured in the
New York Times, Dept of Labor
Sponsored Career Guides, PM
Qualifications, and works with the
United Nations as a Volunteer.
The AAPM® Certifications - MPM®
and CIPM® are offered exclusively
from the USA International
Commission and Board of Standards.
www.CertifiedProjectManager.US or
www.AAPM.idsfnfo or www.AAPM.eu



**MASTER'S
MONTHLY**

AAPM® GLOBAL – November 2012 ISSUE



BECOME A CERTIFIED Master Project Manager (MPM®) AAPM® 2012 Year Approved USA Training in Major Cities

- [New York, NY - • Nov 6-9, 2012](#)
- [Salt Lake City, UT - • Nov 13-16, 2012](#)
- [Charlotte, NC - • Nov 27-30, 2012](#)
- [Washington, DC - • Dec 4-7, 2012](#)
- [Phoenix, AZ - • Dec 11-14, 2012](#)





Agile Communication Certification (AgCC)
Become a Certified Agile Communication Project Manager

4-Day Course — Earn 30 PDUs & Certification



San Francisco, CA • Nov 6 - 9, 2012

Washington, DC • Dec 4 - 7, 2012



Graduates of the Above Accredited Executive Programs who possess a college diploma will be eligible for both MPM and may also apply for the CIPM Certification.