



How Nashville CEOs Lead During a Natural Disaster

On July 30, 2010, Compass Executives, Lipscomb University and Consensus Point co-hosted a Forum on “How CEOs Lead During a Natural Disaster.” Our first panel included Mayor Karl Dean, Jack Bovender, Colin Reed and Jaynee Day. Our next panel included Ronald Roberts, Aileen Katcher, Beth Seigenthaler Courtney and Linda Schacht. Lessons Learned ranged from the importance of accurate information and communication - whether using new social media techniques or stationing people at the river’s edge - to making quick, timely decisions. These Nashville CEOs helped demonstrate why our community is in such good hands with our elected, business and community leaders.



“...all that work that was done...the cleanup in the houses...all the demucking of those homes...that wasn’t done by the federal government, and that wasn’t done by the state government, and that wasn’t done by the local government, that was done by the citizens of Nashville. That’s how it happened.” **Mayor Karl Dean**

“One of the lessons learned is that you cannot rely on information coming in. You have to validate. You have to understand if this information is accurate.” **Colin Reed**

“You have to be prepared. We do this every day. We have a plan in place. We communicated with our internal staff, but we work very well with Metro Services and the Office of Emergency Management.” **Jayne Day**

“This crisis has brought out the best in our city, in the sense that we now know we are a city capable of responding calmly to a crisis, that we are a city that cares about each other, cares about the community, cares about our neighbors and cares about giving back.” **Mayor Karl Dean**

“You have one hour...we call it the golden hour....to make or break the situation.” **Aileen Katcher**

“The majority of the time, the first info you receive is generally incorrect.” **Ronald Roberts**

“...the people who care the most are those who are closest to the vest. You don’t want them to hear about something that affects the company from someone else.” **Beth Seigenthaler Courtney**

“Psychologists say the most important thing is the speed of the decision rather than the quality of the decision. You can’t get trapped into waiting around for more data. You have to act given the situation you have.” **Jack Bovender**

“We tried to communicate with our staff, but it was very difficult as the phone lines were down. Texting didn’t always work. We did a lot of Facebooking and Twittering.” **Jayne Day**

“In HCA, the culture was first of all the patients come first and all the talent and resources of the company will be directed to this above all else.” **Jack Bovender**

“It’s not just necessarily making the right decisions. You have to make decisions. The difference between a disaster like this and the ordinary course of business is - in the ordinary course of business, you can say you know what I want to think about this, get back to me in 30 minutes or an hour - but when its real time and you have lives on the line, you have to make decisions.” **Colin Reed**

“You need to build an active social media presence...and make sure the messages you send out are aligned with messages on the crisis. Sometimes, social media goes awry when there’s not this consistency.” **Beth Seigenthaler Courtney**

“Monitor social media before a crisis.” **Aileen Katcher**

“It is very important in a crisis situation to have your message points ready and stick to them...sometimes you have to be flexible, but your message points should not change if you’ve done proper preparation.” **Ronald Roberts**



Dwayne H. Tucker has been named a Senior Executive Adviser with Compass Executives.

Dwayne is a native of Nashville and graduated from Tennessee State University. After working with Northern Telecom in college, Dwayne began an early career as an entrepreneur and dinner club owner. After selling his interest, Dwayne joined First Data Corp and rose to Senior Vice President of Human Resources. Dwayne then led Human Resources at Northwest Airlines before joining Alliance Data Systems in Dallas. Dwayne recently retired as Executive Vice President and Chief Administrative Officer. While in Dallas, he served as Chairman of the Gleneagles Country Club Board of Governors.



John G. Crawford has been named a Senior Management Adviser with Compass Executives.

John is a native of Memphis and graduated from Union University. John joined the Internal Revenue Service where he served as Group Manager in Tax Audit. He then joined Eastman, Esstman, Patton and Harrell CPAs (now Kraft CPAs) as a partner. Following some time with the Criswell Freeman Company and Dempsey, Wilson & Company, John began studying at the Vanderbilt Divinity School and has served as a Presbyterian Minister since 1993. John continues to serve as a part-time Minister but has been serving as a CFO for a family related venture.

Our Advisers

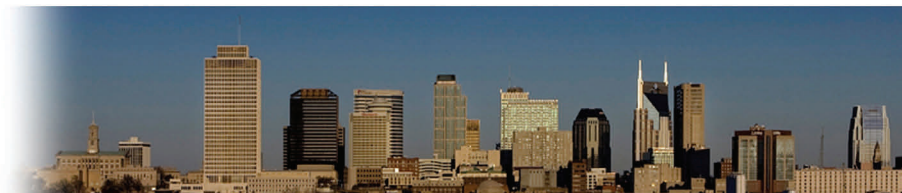
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SHHHH, It's A Secret!

What do the Coca Cola Formula and the KFC recipe have in common with your company? Trade Secrets. They give a company their competitive advantage, and each company would be hurt by disclosure. In our digital world of today, it is a good time to take a look at your trade secrets and make sure you have them protected. Compass Executives can help your team review your Trade Secrets and other Intellectual Property. Let's keep those secrets.



Additional pictures from the July CEO Forum



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