

gency, taking care of the personal needs of employees, and restoring the main environment, if possible.

Companies have a lot to lose when serious events occur. Of course, there is the disruption to everyday operations, but along with this a company stands to lose revenue, their reputation, assets of their clients, proprietary assets of their own; certainly, employees and customers are vulnerable to loss in a disaster event.

This is where baseball comes in. Major League Baseball and the Phillies handling of the 2008 World Series can teach IT professionals about handling disasters, specifically about disaster recovery when faced with a Black Swan event.

### Now Is the Time to Act

Even though baseball didn't perform very well in the first two phases of disaster prediction and disaster preparedness,

it went into full swing during the disaster recovery phase. Despite the initial chaos and uncertainty, MLB and the Phillies organization came back to win the day with their swift recovery from the disaster of the first part of Game 5. Each employee working in the ballpark for the final game understood and executed their role completely. Baseball made the fans, the teams, and the people of Philadelphia happy with the actions that were taken.

When companies do the right thing, through disaster preparedness and disaster recovery planning, they can diminish the potential for loss of assets and maybe even prevent the loss of entire business.

The World Series is the championship of baseball, the American pastime, the game. Perhaps baseball can be of help to us in the real world if we learn lessons from the game. Even a casual observer can realize that team building, cooperation, customer service, media distribution, accepting judgments, and

other practices can be used as examples of good practices. Successful disaster recovery can now be added to the list.

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## NAMES IN THE NEWS

CAROL LATTA, Executive Director, Decision Sciences Institute



Horton and Latta (in a 1980s photo).

**Gerald Horton**, a long-time friend of DSI Executive Director **Carol Latta**, died on October 29, 2008. Horton was a member of the Georgia General Assembly (in the words of a friend, "he was absolutely good-natured, whether you were arguing or agreeing with him"). He went on to a successful career in public relations, including two years as chairman and chief executive officer of the Ogilvy & Mather public relations group in New York City. He also served as executive vice president of Georgia Power Company and became Executive Professor of Management and founder of the non-profit Management Program at UGA's Terry College of Business. He also taught at Georgia Tech, Atlanta University, the New School for Social Research in NYC, and other academic institutions. Horton was a friend to many DSI members and past presidents, and Carol Latta missed the closing day of the 2008 DSI annual

meeting to be at his memorial service, which was also attended by The Honorable Andrew Young and other distinguished guests.



**Marcos F. Massoud**, The Robert Day School of Economics and Finance at Claremont McKenna College, has been honored with the establishment of the

Marcos F. Massoud Endowed Chair in Accounting in recognition of Professor Massoud's "many contributions to the College and his profession." Currently the Robert A. Day Distinguished Professor of Accounting, Marc has been a member of DSI since 1970 and was the president of the Western Region during 2000-2001. Also, he has been the president of the Congress of Political Economists International since 2007. ■

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