

SAFOS seminar 24/25 Oct 2015 Presenter information

Presenter Biogs, estimated times, outline of topics.

1. Environmental Influences and Perspectives from Avalanche services

Grant Statham	outline	biog
45 mins	<p>Spanning a huge geographic area, Canadian backcountry users are routinely challenged by different conditions in different mountain ranges. From deep snowpacks on the west coast to shallow and weak snow in the Canadian Rockies, and with users ranging from backcountry skiers, to snowmobilers, to snowshoers and waterfall ice climbers – Canada's backcountry offers an excellent case study of adapting to changing conditions and changing user groups.</p> <p>Grant's talk will describe the different snowpack climates and user groups who frequent the mountains of western Canada, including examples of how the Canadians have learned to deal with these challenges, and the risk-based structure that underpins their backcountry safety system.</p>	<p>Grant Statham got his start in the mountains as an ice climber and a ski patroller in Banff, Canada in 1987. Soon after, he began pursuing professional certifications in avalanche forecasting and mountain guiding and became an IFMGA mountain guide in 1993. Grant spent many years guiding climbing, skiing and international expeditions along with avalanche consulting for industry and public recreation. In 2003, Grant joined Canada's national parks service as their Avalanche Risk Specialist and spent the next 10 years developing avalanche safety systems, several of which are now used worldwide. In 2005 he received a Canadian Public Service Award of Excellence for his work in avalanche safety, and in 2014 he received an Avalanche Canada service award for "exceptional contributions to avalanche safety in Canada". Grant lives with his family in Canmore, Alberta, Canada, and still works with Parks Canada's visitor safety program as well as independently as an avalanche consultant.</p>
Mark Diggins	outline	biog
25 mins	<p>Looking at the climate and resultant snowpack for the Scottish mountains and the challenges that our mountains present for the mountain user. Taking these factors into consideration a look at how the SAIS presents information in order to enable better understanding and informed decision making. What type of user group do we consider and what are the trends?. What aspects continue to present challenges for forecasters and interpretation by winter enthusiasts.</p>	<p>Mark Diggins qualified in 1982 as an IFMGA Mountain guide working worldwide with ventures and media. He has been involved in Avalanche education since the early 1990's and helped develop the British Mountain Guides (BMG) avalanche education programme with forecasters from the Canadian Avalanche Association, he continues to be associated with the European Avalanche School who provide avalanche training to professional organisations and individuals. Mark was an instructor at Glenmore Lodge from 1979 and training officer to the BMG for 7 years, he also developed the training and assessment programme for the Swedish Mountain Guiding Organisation. Graduated from Liverpool University with a BEd in Environmental Education. mark is on the technical board of the IFMGA and is the co-ordinator of the ScottishAvalanche Information Service and lives in Aviemore.</p>
Stephan Harvey	outline	biog
45 mins	<p>A perspective from Switzerland - incorporating an overview of the snowpack variation encountered in the Alps, the user groups that venture into the mountains and the approach that the SLF is continually developing with their public information service and recent ,state of the art, online educational interpretation tools.</p>	<p>Stephan graduated in Geography, with a focus in GIS and Glaciology at the University of Zurich. He has been a IFMGA mountain guide since 1998, and employed since 1998 at the WSL Institute for Snow and Avalanche Research. He has worked in the avalanche forecasting team, been responsible for compiling databases of avalanche accidents and prepared expert reports on avalanche accidents. He is the author of White Risk, a multimedia educational resource for avalanche education, and has a key role in transferring research results to practice in both avalanche education and forecasting. As a mountain guide his principle role has been in delivering courses, especially in avalanche education.</p>

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2. Understanding how people can be influenced or their behaviour changed.

Jim Watson	outline	biog
duration 30 mins	<p>Driving Behavioural Change Through Warnings- A Met Office Perspective Covering Public aspects including what they want, the reach of the service and what they make use of Civil Contingency Services covering services, warnings and partnerships NSWWS- Public Behavioural Change Evidence from Public Perception Survey 2014 which goes into depth to look at what the public do on receipt of forecasts and warnings, A Scottish example of how a local authority takes significant preventative action ahead of really severe weather.</p>	<p>Jim is semi-retired, having worked in the Met Office for over 40 years, initially in the operational area at many locations in the UK and abroad from Shetland in the north to the Cyprus in the south. He has undertaken a number of management roles including Station Manager, Commercial Manager and Network Management within the Observations area of the office. A member of the Reserve Forces for 25 years as part of the Met Office's Mobile Met Unit which provides weather services to the armed forces in the field. He has undertaken tours of duty in the Falklands, the Gulf and Bosnia. He took up the role of Civil Contingency Advisor at Edinburgh in 2008 and since last year worked part time providing cover for the Advisor in Northern Ireland and the wider team as required. He has just returned from three weeks in the South Pacific running workshops for the national Met Services in Tonga and Tuvalu. I have been the Met Office representative on SAFOS since 2010.</p>
Drod Tunstall	outline	biog
duration 15-20 mins	<p>Changing patterns of behaviour' citing some basic do's and don'ts when creating memorable communications that make people change their habits for both outbound and inbound marketing. For example: be different, be disruptive and celebrate achievements.</p>	<p>Drod has more than 30 years experience working in mainstream ad agencies in London & Manchester. He has provided creative communications and developed business for many companies and brands including British Gas, Kellogg's, Peugeot, ASDA, Warburton's, Belgium Tourist Office, Qatar Airways, SPA mineral water, Jammie Dodgers, Valvoline motor oil and countless industrial companies too. Drod has also worked with charities such as Barnardo's and Save The Children. In addition he was for six years a trustee board member for Business in the Arts and has delivered many seminar and creative workshops aimed to empower staff to have a say in their companies future. Drod is now Regenic's full time Creative Director.</p>

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3. Experience in practice with the 'Be Avalanche Aware' initiative

Mark Diggins SAIS		
outline	biog	
duration 5 mins	An outline of the Be Avalanche aware initiative from its conception in 2011 to where we are now., its objectives. and the current position in the process.	Co-ordinator of the SAIS
George McEwan Mountain Training Scotland		
outline	biog	
duration 5 mins	An overview of how the Be Avalanche Aware initiative has been presented to relevant user groups, the users understanding of the more holistic approach ?. Feedback on the challenges ?	Executive Officer for Mountain Training Scotland, one of his roles is to ensure parity of standards and delivery for awards and training of Mountain Instructors and leaders in the winter environment. Formally head of mountaineering at Glenmore Lodge, he remains a passionate outdoorsman and highly accomplished in many disciplines.
Ian Sherrington Glenmore Lodge -		
outline	biog	
duration 5 mins	An overview of how the Be Avalanche Aware initiative has been presented to relevant user groups, the users understanding of the more holistic approach ?. Feedback on the challenges ?	Ian Sherrington is the Chief Instructor at Glenmore Lodge. He has been part of the Scottish National Centre for 25 years, delivering winter skills and education, working in the Scottish mountains but also heading up the Alpine Ski Touring programme. He now manages the instructional staff at the centre and escapes the office to support the winter courses.
Keith Ball Plas Y Brenin -		
outline	biog	
duration 5 mins	An overview of how the Be Avalanche Aware initiative has been presented to relevant user groups, the users understanding of the more holistic approach ?. Feedback on the challenges ?	Responsible for running Plas y Brenin's Scottish winter programme, ensuring the courses are delivered to the best possible standard. Part of this is ensuring that the higher level Mountain Training Awards, including Mountain Instructor Award, Mountain Instructor Certificate and Winter Mountain Leader are delivered thoroughly and of consistent quality. An accomplished Alpinist with a passion for Scottish winter climbing
SAIS - Graham Moss		
outline	biog	
duration 5 mins	An overview of how the Be Avalanche Aware initiative has been presented to relevant user groups, the users understanding of the more holistic approach ?. Feedback on the challenges ?	Senior Forecaster for the Scottish Avalanche Information service Lochaber region. Has been an avalanche forecaster for over 25 years and with experience from New Zealand to the European Alps. An International Mountain Leader leading parties throughout Europe and the Greater Ranges.