>> Okay, good afternoon, once again, ladies and gentlemen. Welcome to today's webinar. The Keystone to Disaster Recovery: Communications. This is the series of four special edition webinars we're presenting as part of National Preparedness Month. Those who aren't familiar with that, it's a national endeavor to increase preparedness on the part of our citizens, organizations, businesses, non-profits, governments, schools and everyone else to be better-prepared for the next disaster.

We sponsor an educational series at preparemybusiness.org along with partners at SBA to help businesses in particular become better-prepared and help their employees do so as well.

This is the kick-off to that session. We're excited to have you here today. Wanted to go over a couple quick housekeeping items. First of all, this session will be recorded. A link to the reporting will be e-mailed to all of our registrants tomorrow regardless of whether they attend or not. That link can be shared with anyone you wish.

In addition to that, you can download a copy of the slides by visiting the link that you see on the screen there now. There are a couple notes about that link I need to share though. It is case sensitive, so you'll want to use all lowercase letters and also, you must enter the http portion of that link in order for it to function correctly. That link will also be included in the follow-up e-mail you receive tomorrow, we do know that a few people have had difficulty downloading that link because of browser issues. But...we will fix that in the follow-up e-mail.

So, now, joining us for today's session, we're going to talk a little about communications and with me is Martin Norton. He's the director of continuity planning here at Agility and helps thousands of organizations each year become better-prepared through building business continuity plans and disaster recovery plans, but he's also on the front line of responding to actual business disasters.
That can range from anything like Hurricane Sandy and Hurricane Katrina to earthquakes, to something as simple as a burst plumbing pipe. His experience in boots on the ground disasters will help guide our thoughts today and best practices that we plan to share with you.

Speaking of, that leads us to our agenda. We're going to cover external communications and media communication strategies, but the first one on our agenda today is how to communicate internally. We believe that communicating with your employees, your staff, the leadership, the ownership of your organizations is really where recovery begins. If you cannot communicate, you cannot recover.

So...pleased to have you with us, Mark. We'll turn things to you.

>> Thanks, everybody, we appreciate you taking time out this afternoon and this month, we hope you'll join our future sessions as well to make your organization and business better-prepared.

As Scott was mentioning, communications is a key aspect to every recovery that Agility's involved with and certainly every disaster that organizations of all kinds face globally. The reason for that is because oftentimes disasters are causing more information to be processed even in a faster rate than done under normal operations.

We see, in our line of business, a lot of these disasters are quite untimely. Happening after hours, over holiday weekends, in fact, over the last Labor Day weekend, Agility was responding to two or three instances going on. In all these occurrences, you're never managing the situation with a single person. There's always collaboration needed for successful execution, therefore, you have to be able to communicate. Proper communications are part of integration into all aspects of recovery planning. Not only IT, but also critical functions and crisis management, because of that, kind of unique attribute of collaboration, it's very important to have a successful internal communications plan.

And what we found with that is you want to be able to reach all critical contacts that may or may not be all employees, but all critical contacts and you want to make sure that you can do that at all times. So you want to take a look at opportunities to invest in redundancy, so you're not leaning on a single form of communication. Now we often get questions, what form of communication is best? Unfortunately, there isn't a single answer to that question. We do recommend if you do communicate in a certain fashion, on a daily basis, if you feel that that's somewhat reliable, try doing that in a recovery situation as well. If that's unreliable or simply to invest as a back-up, consider something that doesn't use the same resources.

For example, if you communicate a lot via e-mail today, those are things that could be challenging to overcome. Look at a text messaging platform, even a phone tree, something of that nature, something more unique versus just the plain text of an e-mail.

You'll also want to, when going through a crisis communication plan, make sure you can reach all of your different audiences, this isn't just maybe employees in that office, but maybe employees organization-wide. Perhaps there's other stakeholders that should be included as part of this. We recommend making sure that media communications is something you have a plan for as well. Especially reaching out and getting immediate contact. Maybe somebody in the organization would be responsible for communicating with the media before a disaster. That often positions you for best success, to deal with that kind of crush that the media can deliver when involved with a community-wide event or a notorious disaster that's going on.
To get started, we recommend the basics and they’re here on the slide for you, you can take a look at these. We also have references to checklists, which you'll see later on as part of the presentation. But more or less, you just want to make sure you have up to date contact information, that you have access to this contact information and we encourage some type of alert notification program, whether using a specific platform designed for alert identifications or if it's something you're doing internally, somewhat creatively, make sure that program is established and tested regularly.

Obviously you want to make sure it works, that's the first goal of the test. The second goal is to make sure you have proper contact formation for everyone and they know what to expect in any form of crisis that you could encounter.

>> Mark, this is going to be my first interruption of what you're talking about here, this is an area where we find the bulk of our members really are short-sighted. They're thinking they have to put in place an extensive elaborate alert notification system, which is wonderful, don't get me wrong, that's the best of the best tools in these scenarios, however, you would not believe the number of organizations that simply cannot tell each other what the home telephone number is, alternative telephone number is or the contact information, the closest emergency contact of other employees is. This is basic information, folks, it takes a little bit of time, a little bit of effort, but it's something you can do in a single day, in a single hour in your office, we're coming up on National Prepare-a-thon day at the end of the month. In addition to that, the alert notification, that system you're talking about, Mark, is critically important if you have the capability and wherewithal to put those in place. Testing it is the most common failure we find. People put it into place, try it out once or twice, but don't do it regularly. People don't know how to use it and don't know where to find it or aren't expecting it. So, be familiar with that use, it's critical and that's a big failure for what we find.

>> It's a great point, Scott, something we'll reemphasize throughout today's presentation is you don't want to have a birthday party in the middle of your crisis. No surprises as part of your recovery strategy. So, be familiar, be aware of what you're going to do and have everyone that's involved in your crisis communication plan have that same awareness and knowledge.

Whether you're speaking internally or externally, this slide speaks to both audiences here. We've seen evolution of social media over the last ten to fifteen years and specifically, mobile social media and this is really a, something that is 24/7/365. This platform is out there. Your brand, your reputation is online and susceptible to impacts following any sort of interruption or disruption. In a crisis event, it's very important to stay hyper focused on that impact. On your impact to your brand and your reputation and making sure that you are staying on top of that and communicating the messages that you want the world to know you by, through these avenues. Keep in mind, a lot of social media is two-way communication, sometimes there's an expectation of two-way communication when you see complaints or rants or postings or blogs. There's maybe things that you want to be able to respond to, sometimes privately, sometimes more publically.

Having a person dedicated to this or at least having somebody that this is in their purview makes sense for almost every organization out there today. You want to make sure that that person can support the demands that you could see through these social media channels in a crisis-type situation.

Again, this channel you use for business today, you're going to want to be able to monitor that and hopefully keep that up to date in a crisis-type situation.
Keep in mind, it should be simple. So, as you're going through and thinking about your messaging in a crisis, you don't have to be very elaborate, you don't have to draw on yourself, as Scott was mentioning, you don't have to be overly ambitious with these avenues, but certainly you cannot ignore them. Definitely keep an update or schedule of updates on these platforms. Point them possibly to other sources where they can find more information, don't have to be completely transparent in these avenues, but people should have a general sense of what's going on, how you're managing the crisis.

>> Mark, a lot of people are intimidated by social media, especially small businesses that don't have a lot of time to devote to this channel of communications. We're not telling you to go out there and become a social media maven by any means. We have an entire social devoted to social media use during a crisis, we can't dive into it today because of the short amount of time, but we recommend you take a look at that at the website preparemybusiness.org.

Moving onto the second phase of our discussion today, we're moving on to external communications. We find an incredible gap with how to deal with the public at large, potentially your customers and specifically the media. So...we wanted to take a look at what we see a lot of organizations being challenged with, in terms of external communications, and the first is maintaining information via their website. And again, today's world, a lot of people go to that website first and foremost for information. It's very important that they can find the latest information on that website. Even if you link to other places, if you're going to keep a Facebook page up to date, you should have a link from your main website that directs you to that platform where you try to keep more timely updates and accessed information. Making sure that you can manage your website, that you can get access to it, 24/7/365, they can update it frequently and they can handle increased traffic in a regional-type of event. It's things organizations don't look into until it's too late. The back end technology that needs to operate, have these conversations, ask these questions to your website provider, your hoster, who can assure you that your website is up and ready to be running and can be accessed from mobile devices. You may see a lot of that in a regional event-type of community crisis.

>> A big takeaway, make sure you have those conversations with your website programmer or whoever is hosting that. You don't want them to be the only entity that has access to this. They may be overwhelmed with requests for updates and changes following some sort of regional event. Make sure you have the ability or someone in the organization that has trained and has access to the portal through which you can make fast updates to that main page of your site.

>> Another thing we see a lot of organizations overlooking and likely because it just seems like it'd be so simple is how to redirect your phone lines for your office? If you have a power outage, if you have a communications outage caused by a construction worker outside. People that can't see your boating don't know you're in business anymore. If they call you. They may not get a dial tone or may get a fast busy signal. That can be catastrophic to the next sale you were counting on or to the retention you were trying to set up with an existing client.

Don't fall into that trap where you don't have a plan for redirecting or forwarding your incoming phone traffic today. We find that typically, the tragedy behind this can be quite simplistic. It can be easily implemented, it just takes a proactive nature on your account to go out, have the conversation with the telephone provider, document the procedures and make sure that you have multiple people in the organization that can take on this responsibility.

Again, it's quite simple if they have something like a script. I do recommend, in today's environment, it's very tempting just to redirect phone traffic to cell phones. I think that can be a good strategy, however,
it's one that has to be weighed appropriately. If you're in a community-wide event or regional disaster, people may not have cell phone coverage. Their cell phones may have died, they don't have power, so they have no means of powering those devices. Some of your employees may have a ringback phone and that might not be appropriate for random messaging in the middle of a crisis. I recommend having a conversation with your telephone provider, maybe seeing what options they recommend as well as looking into some other options on your own. Agility provides our members with a voicemail system that we feel provides the best control and consistency to things that are very desirable in time of crisis. You can also look at something like a secondary office as a refuge for some of this phone traffic to go to.

So, when you're implementing the plan, at time of crisis, recovery is an issue, hopefully in the intermediate aftermath of the disaster that's happened. Don't forget about your phones, you want those redirected to something so people avoid receiving a busy signal. You don't want to send people into the darkness, you want to know where you're at and what you're doing. And start understanding what timeframes and commitments you can start making to both internal audiences, as well as external audiences and this is where you want to be very realistic versus optimistic with your timeframes. We actually encourage people to set timeframes for when the next update will be. And you don't have to always have an update at the next scheduled update, but at least you get back in that session, you say, we have no further information at this time, per our last update, these are the things we're working on. Having that consistency. People enjoy that consistency. They know and can count on regularity, especially in this crisis.

You want to make sure you have a spokesperson identified. Ideally a spokesperson for back-up. Just be aware, when they're making that selection, this is somebody that really fits that role from a skill perspective, not necessarily from a title perspective. It doesn't have to always be the highest ranking person, although it can be, doesn't have to meet that requirement. Should be somebody that's well-spoken, calm under pressure and has a lot of availability to do this in the middle of a crisis. Some of those leaders in the organization may be too busy trying to save the organization to kind of be the face at the time of crisis for media contacts, external contacts as well.

So keep those things in mind. And then, just be aware that everybody's watching you, not only to hear what you're going to say, but how you're going to say it. Depending on the type of crisis, they could look for signs of empathy or consideration. I think the BP oil spill to me always stands out as the kind of botched crisis communication strategy when the CEO wasn't very empathetic to what had happened in the disaster. Certainly the families of employees that were lost, but also the environmental impact. That was, in itself, a bigger disaster as a result of poor implementation of that plan.

So, remember, any type of disaster can cause hardships, complications and delays for people in your community. You want to be as empathetic as possible in that time, not just self-absorbed as we saw with the BP oil crisis.

>> We hate to beat this point to death, but the more you test the plan and initiate the plan during a testing period, the easier it will become when the event actually happens. There'll always be complications, like Mark just said, delays and what not. But the more often you test this, the more it becomes the muscle memory factor and you're able to do it more quickly.

>> That's exactly right. That leads us into our media communications planning. Training is key. You don't have a lot of experience, hopefully dealing with the media in your day-to-day business. This is traveling into unfamiliar territory. In addition to jotting down some of the points you'll see on the
screen or taking a look at the slides you can download for today's presentation, this is really one of those areas where you do want to take Scott's advice to heart. And definitely go through a mock exercise or training exercise until you build some muscle memory for here.

Specific for dealing with the media, we encourage you to have a team. Obviously the team should be made up of people that can actually do the speaking to the media. Your spokesperson, you also want to establish a policy for how employees should interact with the media, while on site and during business hours, around the place of business, but also off site. Media may reach people, going into work, they may ask people what have your employer done as a result of this crisis? Give people talking points so they know what to say. We have a couple slides coming up where we talk about the dos and don'ts. One of the things is talking to your employees so they don't say things like "no comment" or "we haven't done anything." You need to invest in training so people know what the policy is and how to follow it.

During a crisis, make sure the team can collaborate. Crisis by nature will change dramatically in just a short period of time. So having the team that has the ability to collaborate and keep on top of all the changing things as part of an environment is important. Make sure you have key talking points. You don't script out information when dealing with the media, but you do need to have your key talking points and stay on message. We'll talk about that in the next slide. Probably one of the important things, you want to be able to respond immediately. A lot of organizations don't do this well. Their initial response is botched. They didn't practice, they weren't prepared. Other organizations take too long. You see the exact same thing. If you're silent, people fill that silence with their own assumptions, their own theories. You're not truly silent. People are talking and you're not talking about. More of a state of ignoring people than it is being silent.

The only way to avoid the bad wrap on either of those circumstances is to be prepared. Respond immediately. Have it with confidence. Be empathetic to a situation that's going on. These are things that are quite easily attained if you practice. If you have your talking point. If you know the message and how to stay on point. Very, very achievable things to do if you don't practice ahead of time, nearly impossible unless you just have a fantastic employee that's very good. It's very tough to do this well in the middle of the crisis.

So, here are a couple dos, I won't touch on all of these, but you can see them on the screen. Things that jumped out to me that I've seen a lot of people do in watching crisis communications unfold as an observer. As someone in the audience watching TV, et cetera. Make sure you're aware of the facts. Don't guess. If you're pressed into answering questions that you don't know the answers to, it's okay to say you don't know the answers to those and you'll find out the answers or have an another update at a certain point in time. You can always answer a question even if you don't know the answer to the question. Don't guess, don't make it up. Sometimes that becomes a bigger story itself than the actual disaster.

Compare it to politics, like the Hillary Clinton e-mail thing going on. The way it was handled has almost become a bigger story than the event itself.

>> The message there, there's no right or wrong in that situation because you know, there are people in the Hillary Clinton campaign camp that believe this shouldn't have been an issue to begin with, but they have to take into account the opinions of others and that's going to be the same thing in your organization. Obviously, regardless of your political inclination in this particular situation, it could have been handled differently with different results. You have to consider all the different factors there.
Another thing, to keep information, make sure you provide after hours contact to the media for all inquiries. If you can provide that information and again, provide regular updates to them, you're kind of like feeding a machine in this. You want to keep in well-oiled, well-fed, keep it going so it doesn't get angry and cause more problems for your organization.

Some of the things to be careful not to do. You see the comments there. No comment, answering hypotheticals, saying we don't know. All of these are things we want to stay away from. Your goal should be assertive, give direction, be positive, if at all possible. Not a lot of people have a natural ability to do this. So, again, that's where that training really comes in, the testing comes in, where you can get these types of results.

As a slight modification to this, it is okay to explain to the press, you don't know the answer to that, however, I'm going to speak to XYZ person, I'm going to find out hand in our next briefing in five hours, ten hours, 24 hours, I'll have an answer to your question. That's the best way to allay any fears that you're hiding something or there's some incompetence involved. Not knowing the answer to every single question is okay, but offer an explanation of how you're going to find the answer and get back to them.

That's a really good point and there's a lot of points like that available in our crisis communications checklist, as well as our emergency communications plan at a website we put together with the SBA. www.preparemybusiness.org. A couple other great organizations out there, the Red Cross, ready.gov, they've done a lot of things to help prepare organizations, a lot of free tools and resources that'll be encouraging the visit throughout the month of September, hopefully throughout the entire year. These links are available on the screen for you, we definitely encourage you to take a look at those websites.

Just as a side note, the first two links here are going to provide you with things like checklists and instructions for best practices. Readyrating.org was developed to help you assess your organization's readiness for disasters. It'll give you an actual score and areas where you need improvement. This is an excellent way to facilitate an annual review of your crisis plan. It doesn't deal only with communications though, it's going to look at a comprehensive analysis of your disaster recovery plan or your crisis plan. So...it's a great way to get started. It doesn't take a whole lot of time, I think it's 100 questions, but it gives you a great way to know where to start, which is a challenge for a lot of us. Where do we even begin? This'll give you a great idea there.

We're hoping today's webinar, maybe that starting point is just one action of what we talked about today, whether it's updating contact information or finding a spokesperson. We recommend that you start joining the movement, the prepare-a-thon by taking a single action from today's presentation to get started. I know Scott has more information on the next screen about how you can be more involved in that campaign.

That's right, America's Prepare-a-thon is a nationwide effort to get everyone to take some sort of action to increase their family or organization's preparedness. If you visit ready.gov, you'll find a lot of ways to get involved and resources to help you do so. A lot of people don't know where to start or what's most important or the way in which they can help the most people. This site will help you do all of those things. You can see a list here of some of the assets and resources available there. But it all points to September 30th, the national day of action, the national Prepare-a-thon day and this is put together by FEMA and the ready campaign and is also a big effort nationally to get schools and non-profit involved, just like businesses. We hope you'll take some action today, could be based on today's webinar or any of the next three we're presenting over the next few weeks.
You'll see a list of those here. The next event we have is next Wednesday, same time, same place and it is going to deal exclusively with power outages. About 60% of you guys on the audience there are going to experience a power outage this year. We’re going to help you overcome that without losing sales, without losing customers and without losing face. Having your employees be prepared is the next best thing you can do to keep your organization afloat. That'll be an in depth look at how your organization can do this without a lot of time, effort and money.

And finally, we'll wrap up with an all encompassing look at the most critical steps that you can take, this is right before that National Prepare-a-thon day. We'll look at a top dozen things that your organization must do this year, if nothing else, in order to help you prepare for the next disaster.

All right, so ladies and gentlemen, after this, we are going to take a quick look at what Agility can do for your organization, but at this time, we're going to answer questions. We had a few questions that were submitted today. The first question asks, you refer to testing regularly. What is regular? In our case, regular applies to how big your organization is, how complicated it is, what aspect of your plan you’re actually working on testing and in that case, it may be monthly, it may be quarterly or it may be annually. You might have different types of things you need to test. You might have different aspects of your organization that need to exercise. You might have some element of your organization that's being demanded to be tested by an outside entity, for that reason, we want to make sure you have the ability to do so and it should be, again, monthly, quarterly, could be even annually. So, in that case, we want to make sure you have all of those plans in place to do so.

The next question is, all of the focus on contact information for employees brings up the worry about privacy. Can you speak to that? Mark, how are members typically approached, the element of privacy when you're looking at contact information?

>> It's definitely a give and take. Each organization, I think, approaches the conversation uniquely. You are asking something, but you're also giving something in return. That's kind of the concept going on here. At the end of the day, the way that we've encouraged our member organizations to look at the topic, you cannot recover without successful communication. Scott mentioned in the very beginning, communication is recovery. You have to be able to do both. If you don't have contact information, you don't have a way to communicate effectively. So, it's something where you have to somewhat draw a line so to speak and say, I know we're infringing upon your privacy by asking this contact information. We firmly believe that the only way to successful recovery is to be able to reach you through all the various communication avenues that may be available at time of recovery. That's the way we encourage you to position it. Having your employees volunteer with this information is typically better. Most people in the critical categories are going to understand the concept and agree to do that. That's what we've found so far.

>> That's a great question. The next question is, how do you communicate if land lines are down, cell phones are down and other events like an earthquake? That's a great question. It's always going to depend on the scope of the events. For example, in a massive earthquake, you may not be able to reach your tier one, tier two, tier three communication channel. It could be that part of your practice plan, critical staff are notified to report to a certain location if they're cable. At that point, you will assess your ability to recover at all. I think in many cases, in the catastrophic event, all of these types of things are down. If you're a hospital or other first response organization, you're going to have far more elaborate plans for this scenario than your typical bank or credit union or school or something like that. Those may not necessarily be the things that are recovered immediately. People will be taking care of
their families and immediate needs, food, shelter, water, that kind of thing. So it may not necessarily be something that's recovered immediately, but...some of the things you can do in lieu of simply making phone calls or sending alert notifications, is have a contact at a local TV and radio station that you know can publish the information about your organization on like the crawler at the bottom of the screen. Or if they have a running list on their website of organizations that are open or closed, providing limited services, things of that nature. Make sure you know how to reach them and who within your organization is responsible for doing so. Even if they have to get in their car to drive there to tell them. We're talking about massive scope emergencies. Maybe even driving is impossible, but these are all different levels of the same communication strategy. You have to ask yourself at what point a hair salon is open or a Starbucks is open. That's a different scenario. Yes, you can talk catastrophic emergencies. Right now, what we're really talking about, how to deal with a crisis on a regional scope like a hurricane, tornado, those kinds of things, where, yes, it may be difficult to communicate by phone, which you may still be able to send text messages, usually within 24 to 72 hours, mobile, cellular networks are in place and you start to be able to send messages via text and those kinds of things. Alert notifications can once again become a valuable tool.

The next question is, what department typically owns the BCP? In this case, BCP is Business Continuity Plan. That's going to differ from organization to organization. To help answer that question, in some cases, we're talking to a mom and pop, small business on the particular webinar today or someone like GE or Google or Amazon that has multiple locations across the entire country and multiple thousands of employees. So that's always going to be different. Typically it's going to involve leaders from most of the critical operations of your company. So, you have to have those meetings to discuss what critical business processes must be recovered first.

All right...the next question is, can you describe how to do a test? That's a good question, but...unfortunately, it's impossible to answer, you don't know the scope of the test or what element of your plan you are actually testing. So, we do have some resources at preparemybusiness.org that will help you do what we like to call a table top test. This is an industry term, we understand it, but imagine yourself sitting around a table discussing your disaster recovery plan with leaders within your organization. What you may do is start with a very high level, but very simple crisis. Say for example, the powers out at your building, what is your plan beyond that? That's a pretty simple straightforward approach to a table top. We're actually going to talk about that on next week's webinar. But then you may start expanding that discussion in future table top test scenarios to situations that are a little more involved. They may require more people and assets and those kinds of things. It may answer your question about how to do a test, but it's a good idea to sit down and start with some scenario that you feel like you could be threatened by in the next twelve months.

>> That's a great recommendation. Your goal coming out of a test is to better understand how you recover. If you can simulate an event and document your response to that, that's a great objective. So...and that may give you a little bit different direction in terms of what types of exercises you do. Again, your goal is to just understand your response and to have that documented.

>> All right...and then, yeah...what types of responses should an employee, not the spokesperson, provide to the media as opposed to no comment? And this is a good question, because I think if I were an employee and no one told me what to say, I would probably say that. I can't speak, I have no comment. And instead of that, they should say our company is responding to the event, for more information on how we're responding, please contact our spokesperson. That shows that person
knows that yes, we have a plan, yes we have a strategy, we are responding, or at least assessing the situation and the person who knows how we are doing that and the manner in our response is our spokesperson. You need to direct your question there. They should have their connect information.

All right, ladies and gentlemen, one quick reminder to everyone, we know there’s an issue with visiting the link that you see on the screen there now. To download a copy of the slides. A lot of browsers are adding an extra http portion of that link. For some reason, we cannot figure that out, I apologize, it’s working for at least 50% of our audience right now, for another 50%, it's not, so we apologize for that, that link will be fixed and included in the follow-up e-mail. It will also be available at the direct download at preparemybusiness.org tomorrow afternoon.

So, within 24 hours, we'll have the slides and the link to the recording presentation posted at preparemybusiness.org. Our apologies for that difficulty. We do recommend that you at least try to type it in manually, versus clicking on the link in any e-mails. That seems to help most people be able to download that PDF, but otherwise, it'll be uploaded to the website tomorrow.

All right...ladies and gentlemen, at this time, that's going to conclude the educational portion of today's broadcast. For those that would like to stick around, we'll spend the next five or ten minutes to talk about what Agility Recovery is and what we do for our members who are here today listening and interested in learning more. Mark, if you'd like to take over, we'll go ahead and start what's going on the with Agility story.

>> Thank you so much for your time and for taking interest in Agility and how we do this topic and we're typically involved in that. Our story really began back in 1989 when General Electric invested in themselves to build a recovery strategy. Their main goal as part of the recovery strategy was to recover themselves at or near their existing location. They recognized, to do that, there were really four fundamental components that would be required. You had to have an office space for your employees to go to, that office space had to have power, it had to have telephone and internet access and then it obviously needed to be populated with things you need to get the job done, so phones and computers and servers and printers and fax machines. Fax machines being a thing of 1989, of course.

But you know, we still have a ton of businesses that use those types of devices to conduct business. One interesting facet is in addition to having all of the assets and knowledge and expertise, we also benefitted from a culture of success that they had and in doing about 1,000 or a little over 1,000 recoveries since 1989, we never failed to rescue one of our members. Regardless of what's been needed, we've been successfully able to deliver them assets at their time of need.

There was one problem with our story, which was this great idea which really just focused on other organizations like General Electric. So people within the Fortune 500. But it wasn't cost-effective for all businesses, and organizations to have access to those types of resources. So, in 2004, we came up with a membership model that for around $500 a month, you can have the type of production that historically only large organizations like General Electric could do. That's what we offer our members today, this ability to recover themselves at or near their location, regardless of the type of event, 100% of the time, always successful.

When you come on board, as a member of Agility, we'll work with you to understand your critical needs and what this recovery strategy will look like and planning tools you'll have access to called My Agility. We'll keep our fingers crossed that the accidents we talked about today won't occur, but we know they
do occur. There were two or three incidents going on. We average almost a recovery every day, there's some type of event going on. What that day looks like for you. You call us, you let us know the interruptions occurred and we start collaborating with you so you can understand how we can help you. Do you need to get your business back in business? What's unique about Agility's model, at this time, when you're most vulnerable, at that critical junction, sometimes your business is going to continue staying in business, Agility is not motivated by revenue. We actually have a non-financial event, policy, with disasters. We don't make money, we don't lose money, while we're collaborating to understand the scope of your recovery strategy, we'll tell you how fast we're going to be there and how much the strategy will cost because they're all pass-through costs to Agility. We're not marking them up, there's no margins, there's no profit.

So, essentially what that looks like for you is like doing it by yourself, but we're going do it faster and cheaper because we already have the assets. We already have the logistic partners that we need to deliver you a recovery solution, versus you having to try to go out and do all of these things yourselves.

So, with that flexibility, we help members with all types of interruptions, sometimes they're isolated events like a simple phone outage that's lasting for the afternoon, sometimes they're catastrophic, like the superstorms and the big tornado outbreaks and earthquakes and those things.

Whether you're caught up in a big event or isolated event, your business will forever be altered from that occurrence. If you can succeed, you might be a bigger business. If you fail, you might go out of business.

We encourage you to think about disasters happening on a more frequent basis, think about when they happen, you will likely come to the conclusion that you need an office, you have to have power, you have to have internet access and phone access and computers, you can't run a business today without those cornerstones and so, who are you going to rely on in that period of time to help you? As a small business, you don't have the reach or the ability to do this by yourself without some significant internal costs, whether it's taking you much longer to actually facility this or much more money that you may not have at that time.

So...we encourage you to reflect on that, ask yourselves about the reality of disasters and understanding the impact they can have. And Agility is a partner there to help you in that critical time, certainly love to have a conversation with you about our membership and how we can help you prepare to survive.

We have my contact information on the screen, if there's any questions specific to Agility or any questions we didn't get to from the other portion, we'll be happy to take those at this time.

  >> Thank you, very much, Mark. We do have a few questions we'll try to answer before the end of our time together today. The first question this person asked, does your service include the state of Hawaii?

  >> It does. We have a unique service directly with Hawaii. If you're in the continental 48, really North America is our primary territory, we can do all types of recoveries directly here on land. For things like Hawaii, there's not a mobile type recovery center in Hawaii, but we can look at alternate space arrangements. Still power with other communications, et cetera. We do have some capability in the territories that include Hawaii, Alaska and Puerto Rico.

  >> Thank you, Mark. The next question is, how do we cover more than one of our offices? Does your system allow for that?
We do have a location-specific service. We do encourage you to cover all of your locations. After all, lightning can strike anywhere. Decide how many you need to recover at the same time. We do have a significant pricing discount for secondary sites where you can add coverage to them without having to recover those sites simultaneously. The simple example for you. Say an organization has ten sites, they'll cover ten locations, they'll have maybe one or two simultaneous recovery capabilities. Any of those ten sites can have a disaster. Any are recoverable, but if they all had a disaster at the same time, they'd choose two of those sites to be up and running. That model has worked extremely well for us as well as our members over the past 25 years.

That's a good question that leads to the next question. How do you deal with multiple customers affected by the same event?

We had to answer that question a lot of times. Katrina, 9/11, Superstorm Sandy, any type of event you see on the news, you can bet there's a couple Agility members caught up in that. Every member of Agility has the same rights. You can't pay Agility more money and get different types of service. It's a very equal playing field from the Fortune 500 organizations we work with and organizations that have five or less employees. The first person to call and decide they want resources and agree to the recovery strategy including those recovery costs, they're getting those very first resources and so on and so on. It is a first-come, first-serve strategy. Worth noting, however, a lot of people are surprised by this fact, in Superstorm Sandy, we recovered 109 of our members simultaneously. It was our largest response historically. In that storm, we recovered all of them within 48 hours, except for one that took like 56 hours.

The next question is, can you support Asia, Middle East and Europe?

We don't have an ability to respond internationally at this time. That's certainly something we'll have down the road. If you are an international organization tuning in, you have any locations within North America, obviously we'd love to talk with you about those locations and getting those covered. Unfortunately, we don't have any assets globally other than, and again, at North America and Canada, but continental United States.

All right, Mark, thank you so much for your participation and expertise in today's webinar. We're going wrap things up, ladies and gentlemen. Just remind you, this is the first session in a series of four that we're presenting as part of National Preparedness Month. In partnership with our friends at the FDA as well as FEMA and the ready campaign to celebrate in America's Prepare-a-thon. You'll see a list of those here.

We've been notified while we were on the air today that there's a national DNS outage and what that means is that in some cases, some of the links we sent you today may not be operating correctly. Evidently it's propagating, it's slowly building back up, we heard of areas in the northeast, Florida and California being affected by this outage, as well as a few other sporadic areas, so we apologize for that. Unfortunately we don't have any control over it, however, we do have information on multiple websites just to help in this type of situation. So you should be able to find information at the link you see on the screen there now as well as preparemybusiness.org and you'll receive information about this webinar and a link to the slides and recording tomorrow afternoon. Thank you for your participation today. We look forward to hosting you at one of the next webinars this month. Have a great and safe afternoon.

[Presentation concluded at 2:49 p.m. ET].
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