Agility Recovery

Protect Your Most Valuable Asset: Prepare Your Employees—Webinar 3

September 23, 2015

REMOTE CART PROVIDED BY:
ALTERNATIVE COMMUNICATION SERVICES, LLC
PO BOX 278
LOMBARD, IL  60148

* * * * *

This is being provided in a rough-draft format. Remote Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.

* * * * *

>> The webinar will begin shortly. Please remain on the line.

>> The webinar will begin shortly. Please remain on the line.
The broadcast is now starting. All attendees are in listen-only mode.

Good afternoon, ladies and gentlemen, and welcome to today's webinar presented by the U.S. Small Business Administration and Agility Recovery. Today's session, protect your organization by preparing your employees is due to start right at the top of the hour, so we have about six more minutes until we plan to kick things off. We do want to give everyone plenty of time to log in today, we have a very large audience. So we thank you for your patience, and we will be back in touch shortly.

Good afternoon, ladies and gentlemen. Once again we would like to welcome you to today's webinar, Protect Your Organization by Preparing Your Employees. For those of you that have joined us early, we plan to start at the top of the hour, so we have another minute or so, and we want to thank you for your patience. We'll be right back in touch.

Okay, good afternoon, ladies and gentlemen, and welcome to today's webinar, protects your organization by preparing your employees, presented by the U.S. Small Business Administration and Agility Recovery as part of the prepared my business campaign.

My name is Scott Teel, I'm the marketing and education director with Agility, and I'll be agenting as your moderator today. As always we must cover I few quick housekeeping items before we get started. First of all today's webinar
will last right about the 30 minutes including time at the end for questions. And we encourage you to use the go to webinar control panel on the right side of your screen to submit those questions at any time during today's session.

Secondly, this webinar is being recorded and a link to the recording will be emailed out to all of our registrants tomorrow afternoon. In addition to the link to the recording you will also receive a link to download the slides. That link is also on the screen. And we want to encourage you to use that link today especially because there are a lot of embedded links in the presentation to some asset that you might want to share with employees of your organization. One last note, the handouts tab on the right side of your screen in the Go to Webinar control panel also has a PDF version of today's slide deck which you can also download using that tool.

So now we'll turn our attention to the reason for today's webinar, and that is helping your employees become we were prepared. As this is the third installment of our national preparedness month series we want to make sure you're aware of the other elements of a comprehensive disaster planning schedule and that can be found at preparemybusiness.org and the other three sessions of our four-part series in National Preparedness Month can be viewed there as well.

But today's topic related to employee preparedness is essential, we believe, to the health of any company during
a disruption. We all know that access to power and data and communications and things of that nature are important, however, if your employees aren't present to actually function in that environment, there's no way you're going to overcome those disasters. So we believe it's somewhat of a moral obligation of your organization to help your employees become better prepared, both for the sake of your employees and for the health of your organization.

We're in order to nature to have with us here today, Mark Norton, who is Agility's director of continuity planning. Every day he works with Agility's members to help them plan for and recover from disasters, and he actually assists them during real-world disasters, almost a boots on the ground type environment.

So he's dealt with hundreds of recoveries from large scale regional disasters to some of the smaller one-off isolated events. So that type of experience will lend itself well to today's session, and we're happy to have you with us, Mark.

>> Thank you so much, Scott, and thanks for taking time out of your afternoon here, we are the first day of fall talking about employee preparedness, getting into the more interested times of year with the season changing, peak of hurricane season and winter weather coming in. And we want to walk you through in the next few minutes really the value and importance of employee preparedness, specifically
talking about return of investment for your organization. And we wanted to point you to direct resources that you can share with employees or other people among the organization to distribute to the friends and family to help prepare your organization and/or your community.

We'll be talking through each of these, we'll be talking about specific resources and of course at the end we'll have time to answer any specific questions that you may have about the presentation.

And we wanted to start with, again, funneling in the importance of the specific topic, and that's because disasters are called disasters because they impact people. You know, sometimes it's a small portion of individuals, sometimes it can be millions of people that are caught into that. And we know that disasters happen sometimes by surprise, sometimes they're unexpected. Sometimes they're very serious impacting like I was mentioning before, millions of people.

And I always think there's kind of four As to disasters, and that is that they can be anything happening anywhere at any time to anyone. And I think this map really shows the truth of that, these disasters are happening everywhere, it's not that a specific area alone is more susceptible to risk than, say, others.

And this study that was done really proves that point as well. And it went out and asked how many businesses have
issues or fail when they go through a type of disaster, how many of them have plans, how many people believe that they're susceptible to risk. And then how many people, how many employees have actually experienced emergency situation with a loss of utilities for at least three days. The numbers here are stung. And 15 to 40% of organizations actually fail. They go out of business following some type of natural disaster. A third of us are only a third have a disaster recovery plan in place, which is a very small number compared to the risk that 15 to 40% of us may fail following that type of event. And all of us believe these things can happen and over half of us have experienced this by ourselves. So we should take all this knowledge that we already have and really put it into practice. There's really no excuses for not preparing employees. If you take a look at the ten aspects of preparedness I know we've been talking about, throughout our history, I think other people have mentioned these topics as well, they really all focus on employees. You can't do any of these things without your employees. And certainly you can't do a successful recovery without your employees. I always mention that the three basic requirements to any successful recovery strategy, which is you have to have access to data, you need technology, which a lot of people understand, but you also have to have people. If you don't have that critical element you're really not having a successful recovery strategy. You can't have the a
combination of that three you really need all three of these to be a successful recovery.

So we want to talk about ways that you can directly involve your employees and assist them so that they're available to participate in the recovery. And the first is making sure that they know the plan exists. This can be a moment where you kind of have a gulp in your throat, we may not have a plan. I think every organization has a plan, even if it's not defined on paper, there's somebody within the organization that has a inkling to what they would do following some type of crisis or emergency. And if that describes you, certainly you need to get those thoughts onto paper so that you can begin sharing it with others, because when a disaster strikes, everybody is involved in this, and they're all responding the way that they're going to respond without some type of document that brings everyone on the same page and says, this is what we should be doing, you have a fragment of recovery strategy. And a fragment of recovery strategy is almost as good as no recovery strategy at all. So make sure that you have a plan and that your employees know what the plan is, specifically what their role is. And make sure that you have this shared. There's really three times that we see organizations updating their employees in the plan and that's when they have new hires, bringing them in, talk about their roles and responsibilities, both status quo and the normal production environments, but also in the
middle of a crisis or emergencies.

Some organizations are doing performance reviews as formally or informally as those may be done, you have an annual conversation with a staff member, you can talk to them about the roles and responsibilities, making sure they have what they need to fulfill those roles at the time of crisis. And then if you're doing an annual exercise or test, even if it's just what we call tabletop or mock exercise where you're sitting together with several employees and saying what if we had a fire this afternoon, how would we respond? How would we react? That's a great exercise to involve employees as parts of that. That shouldn't be something exclusive to a particular function such as IT or management-level employees, that he really where you want to involve people right there on the front lines that are doing their jobs day in did day out because they will be the ones playing critical roles for you, so it's good to give them that practice, give them that experience.

Typically when we talk about this topic, what we hear a lot of people in the industry say is, well, we have a work from home strategy. And that's how we help our employees participate in recovery. And while a work from home strategy can be a great compliment to an overall business continuity strategy, it shouldn't be the only thing that you do to prepare your workforce. There's still employees out there that may not have internet at home. That may not have any
phone capability only be a cell phone. So if you're talking about region wide power outages or internet outages, you may have people that literally can't connect back into the work without taking some potentially extreme measure to go to a place that does have power or that does have internet access. You may have others that simply aren't as familiar with the technology. And can't work from home if they don't have somebody right there next to them to help them through that. So there's a lot of challenges involved with a work from home strategy. I often say it's an IT solution to a people problem. And you're trying to get your employees back to work. Even though the technology is there and that's very appealing and it's cost effective, it may not be the best strategy for your organization.

So I definitely recommend that you evaluate a work from home strategy, certainly if you invest in one, please, please, please practice it, you know, the summer months which are officially behind us now, it was a great opportunity to cut short on a Friday and have people go from home and make sure they can connect back in with a network or whatever they need to do their job and report back. If you're evaluating whether or not this makes sense, just understand the cost of the strategy, that you are asking people to make sure they can get access to power and internet and the you are assuming they don't have distractions at home, regional events when school and day care is closed, these people are going to be
at home with the employees. So be aware of these types of things. A really good strategy to complement a work from home is cross training. Maybe some people can work from home, maybe others need to come to an office space somewhere and by cross training you can have enough people at a critical recovery location doing the jobs of probably many others, because what we've seen no our 25-year history is that the you never have 100% attendance following a type of crisis or disaster.

Again, these things are happening to all of your employees, even if it's only happening at the office location, it's still impacting all of your employees. The bigger the disaster, the more impact it has on your staff, so when that's the case, you can't assume that everyone is going to be there, that everyone is going to be participating. Some people are going to be absent. And that's why you want to anticipate that now and invest in cross training. Take that time even if it's only once a year, to teach others some roles that they may feel they normally aren't responsibility for in a daily period. And that can help your organization be more resilient.

>> Mark, one thing to keep in mind our audience may want to consider here is that even though here at Agility and with part of the SBA's disaster assistance department, we are focused on natural disasters and things like fires and floods. But we saw on the news recent lay that VW is
experiencing some serious problems with some -- basically a PR disaster if you want it call it that. Now, putting aside any of the politics involved in this, they probably are experiencing a huge demand in customer service phone calls. That could be related it a PR disaster or a PR crisis, any other type of crisis in your organization might create a massive increase in certain departments' responsibilities. So cross training your employees in different departments will help you move your human resources around in your organization to address those different issues as they arise, even if it has nothing to do with a physical disaster. So, for example, you know, if a school were to have a major outbreak of some sort of illness, they may need to put additional personnel there answering phones to answer questions of how they're dealing with the crisis and that sort of thing. Cross training in those areas could be very, very important.

>> It's a really good point and I'm sure there's a lot of industries today on the webinar that have the type of business that when a bad thing happens they're at their busiest times.

>> It could be need to go answer emails or chat messages online or phone calls is that can be a serious spike in demand for communications.

>> Not only that, by investing in this, I think this is probably one of the greatest returns on investment that you
can have as an organization, thing like pandemic planning, something like cross training is critical because what we talked about in this webinar series, we'll continue to drive this point home, you can't eliminate risk. We're all living with risk, we all have to acknowledge how to live with it and respond to it, and this is where cross training is probably one of the key principles of living with risk, managing risk, and making sure that you're as resilient as possible. We have a great checklist at preparemybusiness.org that allows you to find your critical functions. We recommend members of Agility go in and start putting in, here are the people that primarily do this function day in and day out, but here are their back ups, here is that cross training section where if Sue is primarily responsible for running payroll but she's out, you know, Tim can come in and he can help out with this very specific function and we've identified him on the chart.

>> Good point, Mark. Just as an aside to our audience on the line here today, a lot of you may deal with situations where you're having to really fight for funding and resources to devote to disaster preparedness. This is one area where you can make the case to leadership and ownership that making your organization more resilient to disasters will also build strength in your organization in other situations. So this is a great take-away for when you're sitting down with leadership and ownership to help make a case for better preparedness.
As you're focusing on employees, your recovery plan only gets better and better because the ultimate goal of any recovery strategy is to get your employees back to work. It really is as simple as that. And a lot of times, and unfortunately, organizations don't focus on employees. And that ultimate goal. They would rather focus on the risk or they get hyperfocused on a specific scenario and they focus on what the are we going to do against this tornado threat. But it's all hitting around the same topic of employees. If you can think about how to get your employees to work you'll think about some of these ways to enhance your plan. We wanted to share some of the more common ones that members of Agility face, which is having employees actually be able to get to work. You know, in mass transit is the shutdown. How do you pond to that, Hurricane Sandy, fuel shortages, again, something we see time and time again, and regional events such as significant winter storms or hurricanes. Having access into specific areas can be challenging. Even if it's your office. You know, you may not be able to get there, but it could be someone's home. Their power capable may be at home so they can't get to that. Thinking about these types of things and having either policies or alternatives or simply just having the conversation with staff to prepare them for these types of things is a really important thing to do proactively so you're not stun order shocked at the moment of disaster and ultimately paralyzed, which is what we see
a lot of organizations do when they don't anticipate some of these things actually occurring.

You also have to keep in mind that employees are just like you and I. And Scott is sitting here, we all have families, we think about our families if there is a regional type of crisis. And if they were okay, obviously I think we would pivot and focus on the needs of the business or the organization. However, if they're caught up and struggling and they need help or assistance, the employee's loyalty obviously lies to flesh and blood, to that family. So as an organization you want it anticipate that and understand what can you do to help your employees so that they can in turn help you when the organization needs that help, when they're going through that type of disaster. Can you encourage your employees to put together a plan? Can you run workshops or have people come in and share checklists or resources or even testimony of what they've done individually to help prepare themselves. And we'll talk a little bit about this in the next couple of slides. But this is a key point to take home with you today.

>> And one last point to make on this slide, ladies and gentlemen, you know, we don't see disasters happen every day at our offices, but the most likely disaster that's going to happen to anyone on the phone today is a house fire. That is a major traumatic event for your employees. The more you can help them get through a disaster like that, the more
likely they will be to be able to return to work more quickly. Trust me when I tell you that this is something that isn't just a way to protect your business, it's also a way to show compassion for your employees. Help them become better prepared at home, it could literally save lives.

>> You're absolutely right Scott, and one thing we've seen a lot of organizations do is run different, like, fares or events Oregon things of that nature --

>> Workshops.

>> Exactly. To get people to participate. And the response is really positive. I think the temptation for people that work in the industry is to think oh, this is like going to the dentist and doom and gloom and dread and nobody wants to do it, but we've actually seen a different response from employees, I think they do see that appreciation or organizations see that appreciation from their staff and they know they're investing in their greatest asset. Which is their employees.

We really boiled down how you can help employees and really four ways. You can look at this from a professional lens of looking at it through the organization's perspective but also individually as well, the steps are pretty similar. Being informed, having a plan, getting a kit and then getting involved. So we'll take a look at a couple of ways to do each of these. And as Scott was mentioning, home fires are the number one family disaster, so if you're thinking about this
on an individual perspective, you want to consider that as your greatest threat. Organization may have different threats other than fire, you can think of natural and manmade threats, but regardless, the one thing you want to do around being informed is make sure I guess two things, that you have an evacuation strategy and that you know how to get more information, and we'll talk about more information here in the next slide. But knowing how to evacuate is key. I don't know how many of you went through this training, but when I was in school they had a little almost like an RV or camp are kind of show up in the school parking lot, and they taught us all how to respond to a fire. And how to crawl on your knees and get beneath the smoke. Because most people caught in the disasters, if they're staying elevated they inhale smoke and they die from asphyxiation versus burning to definitely, which you would think is the more logical threat. Not quite the case. And this proves the point that you want to be aware of this type of risk and how to respond to it, versus leaning on your own kind of innate training to take you through this. You're likely to respond in the wrong way. And this is just as true for businesses as it is for individuals. So thinking of house fires being the number one threat, what type of training can you do, especially if your offspring to make sure they respond in the appropriate ways. From a business perspective document your risk. Think about how we -- would you react to certain threats in your area.
And when these things are going on, make sure that you can keep up to date on the situation and be able to disseminate and share this information with others. Any type of crisis is going to have dynamic change throughout the event. Even if it's very short term, even if it's a 15 minute disaster, information is changing constantly. If it's a multi-day event, it's even magnified. So being aware of where you can go to find information, how you can share that with others and what type of decisions need to be made based on this information is a huge responsibility both from an organization perspective as well as individuals.

>> This is an easy way to keep your employees engaged. This is an easy way to help them know what your organization is doing to prepare for an imminent disaster, whether it be a wildfire or hurricane, something that's a notice event. Or if it's something that's non-notice event you can talk about it during certain times of the year, like in advance of tornado season, that sort of thing. But take a little bit of time to, you know, write up a quick email on where you find information about the current threats to your organization because they can benefit too. It's that simple.

>> Yeah. And there's a ton of great resources out there on getting more information. We also want it share these resources that help you think about all types of things around personal preparedness, but specifically evacuation, what you
need to consider if you have to go very quickly, what are those things that you want to have with you, kind of like a grab bag or go bag as you'll see talked about in the industry. Again, RedCross.org, ready.gov and dolthing.com are all fantastic places to go to find more information. We'll take a look at a couple of those, the first being emergency family plan available at ready.gov, you can see personal exact information for everybody and look how short this is. This is not a daunting task that I think a lot of people assume. This is really basic information that's contact information, how to evacuate, it gets right to the point.

>> This goes back to our discussion earlier about having small workshops, bring in doughnuts and coffee one morning, have everybody gather around the conference room table, print these plans off and just distribute them and say, hey, everybody, this is what we'd like you to do. We care about you, we care about your families, please put together an emergency plan. Because it will help you and your familiar be safer at home, it will help you recover more quickly should something bad happen. A great time to do this is if you're on like the gulf or east coast right before hurricane season or if you're on the western side of the country or in rural areas in the western United States, especially, where wild fires are a risk, do that at the beginning of the summer. And then obviously most of us, you know, we're looking at a bit of a forecast for a rough winter. So right now maybe into
October is a good time to start talking about, you know, ice storms and the threats that those pose with power outages.

>> Absolutely. And there's a lot of great resources that are incident specific at the Red Cross, just as Scott was mentioning, with the winter coming up there's a winter storm safety checklist you can put in a break room, send it home with a paycheck if you send out mailings to employees. Really neat, simple, again, simple, toes use assets that are available that help you make a plan. Again we're talking about helping your employees here make a plan. Give them the resources, empower them to do this for themselves, show them how easy and simple it really can be to get this accomplished.

What we have seen the response has been overwhelmingly positive for people when they actually get involved in this and realize this isn't too bad. This isn't too difficult to do.

In fact, it's something a kid can do. So there's ways to include all types of participation regardless of age in your family. Sesame Street has an emergency family plan that you can take advantage of. And this is really important to have available to your kids. I mean, when they go off to school having that emergency contact card available and especially with all the unfortunate tragedies we've seen over the past three to five years at schools, you know, having this type of information is -- I wouldn't be surprised if it will be a requirement sooner rather than later. Again, the
cutting edge of that, know how your kids, where they should go, how you can get in contact with them and vice versa.

>> One thing to adhere, I didn't realize this, but when I spoke to my daughter's school, their emergency plan was far different than what I thought it was. You know, for example, if there was to be a fire at the school, where they would relocate the children in order to queue them up for the parents to come get them, and that sort of thing. Make sure you know what your children's school plan is or even if you have senior adults in your family that are at a caretaking facility, what is their plan and how do you reconnect with your loved ones in the event of a disaster.

>> Really important thing to do. And Scott, I think you would agree, it's something you have to do, I don't think it's any information that is automatically getting passed down. But if you ask the question certainly the answer is out there to be found. So you want a kit as well, again, at the office, but also individually you want to make sure that you have a kit, because after all, disasters can happen at any time, anywhere.

So if you're thinking about this individually, they use to say 72 hours is the appropriate amount of resources to have on hand. We've seen in recent times that being stretched to at least a week. I mean, people in super storm Sandy were without power for multiple weeks sometimes. Making sure you have the appropriate resources to last longer I think is a
good thing. I personally make my target a week. Try try to have enough stuff on hand to last a week. You could start at 72 hours, I don't think it's that much of a stretch to go from 72 to a week, but here are some great items to include.

And my personal philosophy here, I like to let the experts do it, so I go to redcross.org and purchase my kit, it's already put together, stick it in a closet and have that resource forever. So a lot of great places to assemble your own kit or go out and simply purchase one. And ready.gov has a nice checklist as well. Really neat thing that I didn't start noticing until we started having pets and things of that nature. But there's a lost things to think about even with your pets and different needs they may have. Oftentimes that can be overlooked. You get tunnel vision you're just thinking about what are you and your family need, oftentimes you forget about your pets. So making sure that you understand their needs, ready.gov is a very comprehensive checklist around preparing your family and the CDC actually has some great resources as well for putting together a family emergency checklist specifically around that having a kit at home to make sure you have wellness and health and all of those types of medications taken care of with you in that type of crisis.

And then the last step is to get involved. Again, individually or from an organization level, you know, from a personal perspective if you can participate in any local
drills, there are multiple drills going going on a year I think you can participate in. I recently joined the Red Cross here in North Carolina for a drill at the airport, active shooter scenario. Extremely easy to volunteer, took half a day, and I learned so much by going through that type of training and seeing that type of experience offhand. You probably have similar opportunities within your own neighborhood or community.

If you become a Citizen Corps member there are opportunities you will see through some national relationships there, the Red Cross CERT training, crime prevention, some of those network are good for plugging you in, the national preparedness coalition, another national organization that's really good to be involved in.

So other resources, we talked a lot about these throughout the presentation today, but preparemybusiness.org is a joint website we've put together with the Small Business Administration, you will find things like how to help cross train your staff, what should your emergency kit look like at the office and individually. You can see a lot of checklists that we referenced at the Red Cross and then at ready.gov. If you really want to know where your organization stands, the ready rating program at www.readyrating.org, it's a fantastic, non-biased independent tool to go to and ask you simple questions around preparedness, obtain a score. It isn't going to be beat
anyone over the head with but just to show the gaps that you currently have, the areas that you should begin to focus on to make your organization more resilient.

As Scott was mentioning, there was a handout on today's presentation that has a PDF of the presentation today. You also be able to download this afterwards and definitely encourage you check out some of those link and hopefully you can take one action from today's webinar to help your organization or you as an individual be better prepared.

>> So, Mark, one thing we wanted to mention to everyone today's is America's PrepareAthon, you will see the date on the screen now, America's PrepareAthon day is actually September 30th. This is one of a couple events that are coming up where your organization can actually participate along with millions of other Americans to put a better preparedness plan in place at your office or your organization. So America's PrepareAthon is the campaign itself and if you visit ready.gov/prepare you will find a lot of different tools available to you. Number one being online registration. If you register with the national preparedness community you will be able to download a lot of different resources, including promotional materials, different checklists, some preparedness suggestions like games and workshops and things of that nature and online discussion boards where you should discuss with your colleagues and your fellow members of your industry on how
to become better prepared. So we encourage everybody to go to that site and participant on September 30th. And one of our attendees mentioned the shake out promise, but the great American shake out is a twice annual drill that is focused on earthquake safety actions for businesses and other organizations. Now, you don't necessarily have to be in an earthquake-prone area to participate, but you can register and participate, the shake out drill is taking place this year on October 15th, and there is actually different regions around the country that do these on different dates. So that's another way to get involved.

And then finally, the last preparedness webinar of the year for national preparedness month is next Wednesday, and it's essentially an all-encompassing session where we are going to pull together the most important elements that any organization can take to prepare. Both large organizations and small for any disaster. We invite you to register at NPM2015.com. So that concludes the educational portion. We will now answer any questions that you have. I want to remind you you can submit questions using the Go to Webinar control panel on the right side of your screen. We've had a couple questions that have been submitted so far. And the first question, Mark, this person asked is there any resource for tabletop tests that you can conduct with employees?

>> I think one of the best resources that we pointed people to, we have a checklist, I think it's on the
preparemybusiness.org website. And it walks you through how to set up a scenario. If terms of interacting with employees, if you're doing this for the first time I would start with mostly managerial staff and understand how the meeting should be run, how far time it takes and work out the kinks, if you will. In terms of involving employees, I think as soon as you pick that scenario, say it's a fire in the office, you just drill down to that employee level. It happens happened in this person's office, this people were displaced, you simply bring them into the exercise and and how they would respond, what would they do, would they take anything with them, what's the most critical thing they're in the middle of? And simply involve them by having them directly participate. I think that's probably the easiest, most simple way to go about it versus a checklist. But we do have the overall how zero set up a tabletop or mock exercise checklist at prepare my business.org.

>> So the next question is does succession planning play a part in ensuring specific employees know what they may need to do?

>> I think it does. I think it follows right in line with cross training. You know, everybody should have a back up or a buddy, if you will, when it comes down to this. So specifically people at the top, they call it succession planning, but that's ultimately the same idea. If this person is absent, who else can fulfill or what teams should
be fulfilling some of those core responsibilities. So I think that definitely plays hand in hand.

>> All right, Mark, there's a lot of different ways to answer this, but I'm going get your opinion. What do you recommend for people who are looking to do an active shooter drill?

>> That's a tough one. I think there are a lot of different ways to ask that question. I recommend going to the local resources. That's always my personal favorite. So I would call a local police department. Say this is what I'm thinking about organizing, what do you recommend? Would you be able to participate in any form or fashion, either by helping us put together materials or potentially being there on site. But that's my first place, my first place to go and start finding information around how to put on this type of exercise.

>> Yeah, and that's a tough drill to actually conduct. One reason being is that the purpose of drills is to ingrain habitual behavior, you know, that's the purpose of fire drills and that sort of thing. And active shooter scenario you really more want to train what your response would be in lieu of a drill. Doesn't mean drills aren't important, trust me, I certainly advocate that, but the reason I bring this up is because there's a great video online that an organization out of Houston put together, it might have been their emergency response department, I can't remember, but
it's someone out of Houston put together the run, hide, fight program. It is a video that you can Google, I would just Google run, period, hide, period, fight, period. And you will be able to find that video.

The next question is what do you recommend as an area or excuse me as a source of area information around disasters?

>> That's just for obtaining more information?

>> I guess what -- we're doing an interpretation here, so I guess where would you go to find out what the likely threats are in your area?

>> I -- for weather related events I think FEMA has a pretty comprehensive database of finding out, you know, are you in a floodplain and how many years -- ten year, 100 year floodplain, something of that nature. When was the last time a significant hurricane came through this, those types of things, FEMA has really great resources on there that can give you a greater sense of risk. When thinking about manmade disasters there's really no database or way to scientifically arrive at the probability of those things occurring. People I guess are pretty unpredictable. So I think for that you just use your own intuition, are we in an industry or a line of work that can be a heated subject to debates. Are we susceptible to a lot of violence in our industry? And thinking through some of the more likely types of risk at that type of mentality. Not overanalyzing things. I always come back to this point when the thinking about risk is no one out
there has a crystal ball, so none of us know exactly what the future holds. So I would rather spend most of my time thinking about our response to specific failures versus my response to specific scenarios. Because I don't know what the scenario is going to be. However, I can say with relatively good probability that one with of these things will fail. So how am I going to respond to that specific failure and I understand by not knowing the disaster you can't script out a response, but I truly believe you can't script human behavior, even if you are well trained, people go off the grid sometimes. So that would be how I would think about risk, and, again, going to FEMA for some of the eye-opening things that you probably already know because you've been living in an area for a period of time. And then for the manmade stuff using some intuition and logic to think about some of those things and what I need to do to ultimately be prepared for that.

>> Thank you, Mark, so ladies and gentlemen we have gone over our allotted 30-minute time frame by a few minutes, so unfortunately we're going to have to wrap things up. We want to thank you for your participation today and the third National Preparedness Month webinar I want to remind you last week it last installment of this series and it's called if you do nothing else this year. It's actually our most popular webinar to the date. So certainly encourage you to sign up for that at NPM2015.com. So now we're going to change
gears a built for the Agility members who are on the line today or anyone else who is interested on just discovering a little bit more about what Agility is and what we do, we are going to move past the educational portion of today's broadcast so those that would like to stick around and listen in, we invite you to do, so and I will turn things back over to Mark.

>> Thanks, Scott. And thanks again for your continued time. Just to take a couple of minutes, because oftentimes people are curious, you know, the perspective that Agility has on this. And it's ultimately because we've been doing this type of work for over 25 years now. Organization was started back in 1989 by General Electric for the sole need of being able to recover at or near their existing location. They recognize that to do that effectively that would be the most or the best recovery strategy in and cause the least amount of disruption to their employees.

And to do that you really needed four basic things, you had to have office space, office space had to have power, telecommunications access, internet access and had to be populated with basic infrastructure. Mostly what you see on the screen there, computers, servers and printers, fax machines and phones and desk and chairs to basically get you off the ground and start working again.

And what what was really neat about having that genesis with General Electric is they had such a passion and a track record of success that we've been able to keep throughout the
period of time. And to date we've done over 1,000 recoveries and never failed. So whenever we've gotten a phone call from one of our members, we've been able to respond and help them rescue their organization.

We got to a critical period back in 2004 when the original concept, although fantastic, really didn't speak to all organizations, it was simply too expensive for most organizations.

So we created this vision of being able to take this wonderful concept and apply it to any and all type of organization out there. And today you can protect your organization for roughly 500 bucks a month. And anything that you have that if you need power for or space for or technology, communications, you can get that through your Agility membership.

We work with all members to help them understand what's critical and how we can help them and what role the recovery strategy Agility plays for them. They can document that online called my Agility which has other features, merging information system and document repository. And we hope that the day the disaster never comes, however, when it does this is where Agility is truly unique, because a disaster say nonfinancial event to our company. If you work with anyone else in the industry they're making money this is a transaction when their services are actually needed. However, with Agility it's a nonfinancial event. So we're
going to pass through what costs that we incur rescuing your organization. We have some examples there on the screen. But majority of time it's things like transportation cost. It's the same type of cost you would have doing your own recovery strategy on your own. However, because we've already allocated the assets and we pre-positioned them in strategic locations we can get it done faster and cheaper than what you can do on your own, but most importantly, you know, with your business is on the line by partnering with Agility you can have a successful recovery every time. You don't have to lean on your own experience for, that you can lean on an expert for that.

So regardless of the type of disaster, again if it's a small, isolated event or a large regional event impacting hundreds of businesses at the same time, Agility can be there to help you so that your business gains business or continues to grow throughout that very vulnerable time.

So if you haven't spoken with us yet, we would love to have a conversation with you. If you're thinking about the time of disaster, we know how sensitive and important of a time that is, we truly see ourselves as your partner to stand shoulder to shoulder and help you survive in that period of time. We recommend that you think about these questions and take them back to other leaders in your organization, thinking about the fact that we know disasters happen, know that when they happen they're a big deal, it can impact our
business in a big way. Both positively and negatively. And that there are partners out there like Agility to help you get through that period of time and we, again, welcome you as a member, we'd also welcome you as just to have a conversation to further explore our services. So we have our contact information there on the screen, and more than happy to speak with you or connect you back to one of our account executives and talk a little bit more about how Agility can help you. Not only this September, but also going forward, help your organization simply be better prepared.

>> All right, thank you very much, Mark. And we do have a couple quick questions it looks like, about the Agility solution. So we'll go ahead and jump into those real quick. And the first question is how does the Agility solution respond to regional events with more members than just one?

>> Agility assumes that we're going to have to help multimal members at the same time. Going back to 1989, we've been in some of the bigger events in this country's history in terms of natural disasters from Hurricane Katrina and superstorm Sandy and 9/11. And when this happens Agility helps every member that that area that subscribed to our services as quick I as we possibly can. It is a first come first serve model so the first person that calls and has the conversation and agrees to the recovery strategy gets that very first resource. The second person that has that gets the very next resource and it kind of works its way out. In
superstorm Sandy we had 109 simultaneous recoveries, and I think all but one is done within 48 hours. Which is our target, we want to be able to get there extremely fast, 48 hours after a disaster like superstorm Sandy is unbelievable to many people, but that's what Agility is situated to do regardless of how big or small the disaster ultimately is.

>> Thank you, Mark. The next question this person asked does the size of our organization make a difference for the month cost?

>> It does. Similar to what you would see if you've explored business continuity solutions before, just a per seat or per person type pricing model. So the $500 a month subscription is good for about 50 people. If you needed more than 50 people in recovery, then obviously it's a little bit more cost to include those other employees.

But we can protect as many people as you need. Most of our members actually protect between about 50 and 100 employees.

>> All right, thank you, Mark. So that pretty much wraps up things about the Agility Recovery solution. Again, I want to mention to everyone if you have any questions about the employees preparedness educational part, you know, we would be happy to answer those questions as well. Looks like we did have one quick question come in, Mark, this person asked regarding the valley and butte wildfires in northern California, are you working with any businesses in that area
right now?

>> I don't think we're working with anybody specific to that fire. Interesting enough we did work with an organization in Northern California that had a fire at their facility, and it literally burned to the ground. I don't recall if that was connected to the wildfires. I want to say it was not. However, we have fielded calls from people in that area that are asking questions about how to prepare their staff, what do I do, relocate them, put them in hotels, do we put them here in the office? And just wanted to bounce ideas off somebody that has seen something like that before. And obviously that's one of the perks of the membership we have these types of conversations and help people get prepared, even if it's just around the planning aspect of it.

>> Yeah. All right, well, thank you again, Mark. We also want to thank all of our partners at the SBA and FEMA for their participation in promoting today's session and most of all thank you all for your attendance and your attention to today's topic. We look forward to hosting you again at the next event next Wednesday. Hope everyone has a safe and wonderful rest of the day. Take care.

* * * * *

This is being provided in a rough-draft format. Open Captioning is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the
proceedings.

* * * * *