Protect Your Business
This Hurricane Season

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For copies of the slides presented during today’s session, please visit: http://agil.me/sba2016hurricaneprep
1. 2016 Hurricane Season Outlook
2. Preparing YOUR Organization
3. Common Failures & Lessons Learned
4. Additional Links & Tools
Atlantic Tropical Cyclone Activity (1851-2013)
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• It has been over 10 years since a hurricane struck Florida.
• The 2015 Atlantic hurricane season ended with 11 named storms, four hurricanes and two major hurricanes.
• An average hurricane season has 12 named storms, six hurricanes and three major hurricanes.
• In 1992, just six named storms formed, but one of them was the Category 5 Hurricane Andrew. Compare that to 2010, when 19 storms earned names, but no hurricanes made a U.S. landfall.
2016 AccuWeather Forecast Outlook

ATLANTIC HURRICANE SEASON
June 1-November 30, 2016

AccuWeather Forecast
Named Storms: 14
Hurricanes: 8
Major Hurricanes: 4
U.S. Named Storm Landfalls: 3

Source: AccuWeather.com
## 2016 Weather Channel Forecast Outlook

### Hurricane Season Forecast 2016

<table>
<thead>
<tr>
<th></th>
<th>AVG</th>
<th>CSU</th>
<th>CSU 2016</th>
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<tbody>
<tr>
<td>Total Named Storms</td>
<td>12</td>
<td>13</td>
<td>14</td>
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<tr>
<td>Hurricanes</td>
<td>6</td>
<td>6</td>
<td>8</td>
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<tr>
<td>Category 3 or Higher</td>
<td>3</td>
<td>2</td>
<td>3</td>
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*Does include Hurricane Alex - January 2016*
• Long range outlooks do not indicate forecast landfall areas
• However, climatological data can indicate probability of certain areas being struck by named storms:

Climatological probability of being hit by a hurricane:

- Florida, 51%
- Texas, 33%
- Louisiana, 30%
- North Carolina, 28%
- South Carolina, 17%
- Alabama, 16%
- Mississippi, 11%
- Georgia, 11%
- New York, 8%
- Connecticut, 7%
Is YOUR Organization Prepared for Hurricane Season?

Preparedness Steps and Lessons Learned
1. Assess risks to your critical operational functions
2. Back-up your data & ensure remote access
3. Advise your supply chain of actions taken
4. Activate crisis communication plan & Test It
5. Re-supply emergency kits
6. Establish contact with your insurance provider
7. Consider the need for alternate locations
8. Ensure Employees are Personally Prepared

Key Steps To Preparedness
• What types of emergencies have occurred in the past following storms in your area?
• What could happen as a result of your office location(s)?
• What types of issues could result from the design or construction of your facilities?
• What could result from a process, system or supply chain failure?
• Are there different risks for short and long term interruptions?
• Are transportation or communication system failures likely?
• Are critical employees personally prepared to endure the storm?

Assessing Risks to Critical Functions
• Realize the limitations of outsourced IT Management
  • Lack of Responsiveness
  • Staffing/Availability
  • Communication Gaps

• Automated, Daily back-ups.

• Store in an off-site, secure location, outside of your region

• Test a full restoration regularly to remote location or secondary servers. Document the time & bandwidth resources required
**Supply Chain:** the external vendors and suppliers you rely on to deliver your everyday services and products to members/customers.

- Talk to your key vendors and suppliers about their recovery plans.
  - Ask yourself has it been tested?
- Develop relationships with alternate vendors.
  - Eliminate single points of failure.
- Educate your clients about the importance of preparedness.
- Insure what can’t be protected.
- Ensure your crisis scenario doesn’t have supply chain holes
- Keep partners just as informed as your employees during recovery

**Preparing Your Supply Chain**
• Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.

• Ensure redundancies *independent* of cell or terrestrial networks as much as possible
  › Ensure Phone List is UP-TO-DATE (with alternate phone #’s)
  › Utilize multiple cellphone network carriers if possible
  › Establish phone tree
  › Password protected web page (centralized emergency status)
  › Social Media strategy & usage
  › E-mail alert (have primary & secondary email addresses)
  › Call-in recording system
  › Text/Data Alert system – Ensure everyone familiar with system

• Manage customer and key vendor communications.

• Prepare a media communications plan.

• Test the plan regularly and in the days prior to a “notice event”
Utilize existing Social Media platforms

- Post real-time status updates
- Direct public/employees to alternate locations
- Provide emergency contact information & instructions
- Allows easy “forwarding” of information to other audiences
- User-Friendly, Searchable, universal applicability, stable platform
Employee Emergency Kits

- An emergency or disaster recovery kit should contain:
  - Fresh water, Non-perishable food, Flashlights
  - Extra batteries, Battery-powered AM/FM or NOAA radio
  - First aid kit, Copies of important documents and records

- For a complete list of items, visit www.Ready.gov.

Workplace Recovery Kit

- **CASH**
- Recovery plan
- Hand Crank or Solar Chargers for Cell Phones
- Important records (Insurance policies, Asset inventory, Contracts)
- Operating system install disks, **Licensing keys, Passwords**
- Letterhead
- Office Supplies: • Stamps, Writing Utensils, Stapler/Staples, Tape
  • Printer Paper, Calculators

Re-Supply Emergency Kits
Business Interruption/Resumption Insurance – Coverage to help in rebuilding your company in the event of a business interruption.

Added/Extra Expense Insurance – Insurance to cover unexpected added costs in the event of an interruption or unexpected event.

- Make certain you are insured for all potential risks.
- Know the different types of coverage and limits.
- Consider business interruption insurance and added expense insurance.
- Keep photos of your building, equipment lists and policy information stored in a safe and secure offsite location.
- Maintain an up-to-date Asset management program.

MOST losses following hurricanes are due to flooding. Most general policies do not cover flooding. Ensure you fully understand your coverage and any exposure to risk.

Don’t Wait until the Storm is Imminent. Do this Today.
Mobile Recovery
• Delivered to a specific location
• Ideal for small to medium sized business
• High level of flexibility
• Cost effective solution

Hot Site Recovery
• Permanent, regional facility
• Fixed Site
• First come, first served at time of disaster
• Susceptible to same risks as other facilities in the same area
• Oversubscription

Other Alternatives
• Reciprocal agreement
• Internal
• Co-Location

Considering an Alternate Location
Single Recovery Site Concerns

1. Contracted Hot Site?
2. Shared Sites (Shared Branching)
3. Nearby Alternate Facility

Power Outage Map Following Sandy

(Areas highlighted experienced outages of over 48 hours for a significant customer base)

Considering an Alternate Location
• Ensure Employee’s knowledge of your plan & their roles. (including new hires)
• Ensure any Work-From-Home Strategies in place are tested
• Cross-Train Employees for critical roles
• Refuel company vehicles *prior* to the storm making landfall
• Understand ways to help employees:
  • Consider car pooling
  • Flex Scheduling
  • Offering onsite day care
1. Do they have a plan?
   a) Evacuation/Shelter plan
   b) Critical Document Storage
   c) Emergency Alert System
   d) Emergency/Go Kit

2. How can your organization help?
   a) Workshops
   b) Checklists
   c) Emergency Kits
   d) Family Involvement

Preparation of Employees
Common Failures & Lessons Learned
**Mistakes made during a Crisis**

**Power: Generator on site**
- Lack of Mobility?
- Maintenance Up-to-Date?
- Refueling Capability / Access
- Backup to the backup?

**Alternate Site: Reliance on Hot/Cold Sites**
- Over Subscribed
- Transportation Costs/Difficulties
- Shared Sites
- Inflexible Solution

**Better Options:**
- Have access to multiple Generators throughout the region
- Set up Fuel Providers
- Perform Regular maintenance
- Know a local Electrician
- Have options OTHER than a permanent site
- Understand Employee Disruption if relocating
- Know the full implications of relocation (lodging, transportation, childcare)
Mistakes made during a Crisis

Communications: Rely on a Single Provider
- Single Mobile Carrier
- Single Email Servers
- No land lines
- Unfamiliarity with texting

Work from Home Strategy: Will it work?
- Low Productivity
- Connectivity Issues (Power/Internet)
- Distractions
- Unable/Unwilling to report for duty

Better Options:
- Have a backup Communications provider
- Alert Notification System
- Use Phone Redirection and know how it works
- Have a backup Voicemail & Email Network (Gmail)

- Relocating Employees
- Having a Plan for displacing of families
- Seek locations that offer familiar surroundings & lifestyle
- Restore the “normal” routine sooner

Common Failures
Detailed Preparedness and Recovery Checklists:
- www.PrepareMyBusiness.org

Ready.gov Hurricane Preparedness Information:
- http://www.ready.gov/hurricanes

National Hurricane Center – Tropical System News & Information:
- http://www.nhc.noaa.gov/
American Red Cross – Emergency Kits, etc.


American Red Cross – Mobile Apps

- [http://www.redcross.org/mobile-apps](http://www.redcross.org/mobile-apps)

Additional Links & Resources

- Hurricane Prep
- First Aid
- Flood Prep
WEATHER THE STORM
DOWNLOAD THE FEMA APP

Receive alerts from the National Weather Service for up to five locations.

Get safety reminders, read tips to survive natural disasters, and customize your emergency checklist.

Locate open shelters and where to talk to FEMA in person (or on the phone).

Upload and share your disaster photos to help first responders.
Questions?

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