Preparing for Spring Severe Weather

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http://agil.me/2016sbaspringprep
Preparing for Spring Severe Weather

1. The Common Threats to Business
2. Planning: Before, During & After the Storm
   A. Flood specifics
   B. Tornado specifics
3. ZERO HOUR: When a major storm is imminent
4. Common Mistakes during Spring Storm Disasters
5. Additional Resources
6. America’s PrepareAthon

Mark Norton
Director of Continuity Planning, Agility Recovery
A Brief Reminder
South Carolina 2015
Van, Texas 2015
The Common Threats to Business
- Power Loss (70% of Recoveries)
- Flooding
- Property Damage (water, fire, wind, debris)
- Communications Disruption (voice & data)
- Electrical Storm Damage
- Supply Chain Disruption
- Employee Injury or Absenteeism
- Transportation Interruption
- Compromised Access to facilities

Common Threats to Business
Before the Storm
• Update Employees on both the Threat and the Plan
  • Ensure everyone knows their responsibilities
• Discuss contingency plans with key vendors and suppliers
• Conduct a Drill
• Ensure redundancies independent of cell or terrestrial networks as much as possible
  › 24-hour phone tree
  › Password protected web page (centralized emergency status)
  › Previously Established Radio/TV/Print News Partners
  › Call-in recording system
  › E-Mail Alert System
  › Text/Data Alert system

• Update Your Emergency Contact List

• Test Your Alert Notification System or Plan

• Ensure you can redirect your in-bound voice calls
Start Simple: Emergency Contact List

Create an Emergency contact list that includes:

• Home Phone
• Alternate Mobile
• Personal E-mail
• Family Contact Information
• Evacuation Plan
• Store Remotely for Easy Access

Setup Alert Notifications Program

• Explain Purpose
• Test Regularly
• Update regularly with any CHANGES to your organization
• Train New Hires

For a Crisis Communications Checklist, Visit: [http://agil.me/crisis-comms](http://agil.me/crisis-comms)
• Notify your audience(s) of any planned interruptions to services/closures.

Normal Operations

Emergency Operations

Common Planning Elements
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

Common Planning Elements
• Identify ahead of time your Power Requirements
• Top off fuel tanks in company vehicles & generators
• Obtain some petty cash for any incidental purchases following a disaster if/when credit cards are not accepted
• Ensure the ability to charge mobile devices via car or solar chargers
ASSIST EMPLOYEES

- Provide information and resources to help employees prepare their own families:
  - [www.RedCross.org](http://www.RedCross.org)
  - [www.Do1Thing.com](http://www.Do1Thing.com)
- Cross-train employees in all critical business functions
- Test any work-from-home solution or strategy PRIOR to the event
- Ensure all New Hires are up to speed
- Discuss precautionary plans with employees
  (altered hours, facility location changes, work-from-home plans, etc.)
- Ensure all employees practice accessing email & voicemail remotely
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

Assemble Emergency Supplies
During a Storm or Flood
Specifics: Preparing for a Flood

- Postpone any receipt of goods, deliveries, couriers, etc.
- Raise critical equipment, supplies & elevators above flood levels
- Locate gas & electrical shut-offs
- Secure fuel storage tanks
- Ensure accurate inventory of product on site
- Use sandbags or flood-proof barriers to reinforce vulnerable sites
- Take critical hardware & records off-site to a safe location
- Proactively redirect phones and update company website and/or social media channels
• Stay constantly informed to rapidly changing weather conditions
• Ensure easy access to shelter facilities or interior rooms
• Locate water, power and gas shut-off locations
• Locate your emergency weather radio
• Ensure mobile devices are charged
• Have flashlights & extra batteries within reach
• Send home non-essential personnel before conditions worsen
• Update website & social media as to hazardous weather policies

Specifics: Preparing for Severe Storms
When a Storm is Imminent
• **Follow the Plan** (Be clear & decisive and trust the plan)
• Stay informed on the storm’s status (don’t get surprised)
• Enact Emergency Evacuation or Shelter-in-Place Plans for Employees
• Activate your Crisis Communication Plan
• Secure Facilities, Buildings and Inventories
• Don’t be complacent during downtime (losses can mount quickly)
• Avoid floodwaters and downed power lines
• Turn off and unplug all electrical equipment to avoid damage
• NEVER run a generator indoors

Remember: Life Safety is Paramount – Never Compromise

BE PREPARED TO SELF-SUSTAIN FOR 72 HOURS OR MORE

ZERO HOUR: Storm is Imminent
Common Mistakes
• Ignoring the Warnings
• Failure to train and prepare your team on your plan
• Failure to communicate adequately with customers & employees
• Being unprepared for long term utility communications outages
• Unprepared for generator connection
  (no transfer switch, no spider box, no fuel provider, and no knowledge of load requirements)
• Failure to prepare for supply chain disruptions
• Failure to adequately stock emergency supplies
• Failure to obtain adequate insurance coverage for loss of use, loss of revenue, and added expense
• Failure to establish emergency procedures and providers for call forwarding, temporary power, communications provider, etc.
Additional Resources & Tools
Detailed Preparedness and Recovery Checklists:

www.PrepareMyBusiness.org

- Tornado Prep
- Flood Prep
- Disaster Kit Checklist
- Crisis Communications
- Phone Recovery Checklist

www.PrepareMyBusiness.org
  - Flood
  - Tornado
  - Thunderstorm
  - Power Outage
FEMA’s National Flood Insurance Program: http://www.floodsmart.gov/
America’s PrepareAthon
What is America’s PrepareAthon?

An opportunity for individuals, organizations, and communities to prepare for specific hazards through drills, group discussions, and exercises.

National PrepareAthon! Day is every April 30th, and is a call to action for people to take steps to prepare for specific hazards.

How do we take part?

1. Register to participate in America’s PrepareAthon! and provide details about the activities you’re planning.
2. Learn the actions to take for disaster preparedness and practice them.
3. Plan your own preparedness event.
Register Today!

http://www.ready.gov/prepare
Questions?

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