>> SCOTT TEEL TEEL: Welcome to today's Webinar. My name is Scott Teel, and I'll be the moderator today. A little over half an hour and we may encourage you -- this Webinar is being recorded.

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>> SCOTT TEEL TEEL: But also and more importantly Mark is also on the front lines of disasters, boots on the ground across the U.S. He's got experience in terms of mistakes and best practices we see all of us here today. Mark, we'd like to welcome you and thank you for being here.

>> MARK NORTON: Great for taking time out of your day to join us.

Want to go through and really hone Scott just mentioned about the perspective we see, mistakes made, biggest example of starting to get overwhelmed, they stall, they don't go through the process. Common grievances we hear are we don't have enough time. And I think there's a

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So we want to start with a look forward to the next couple
months in 2015. Take a look at some stories to share.

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We'll carry on now. Sorry about that.

>> The more common ones we hear about is time, money, and lack of expertise. Today's presentation will give you that insight so you will be the expert. We'll show you very cost effective ways, very simple, easy, and quick ways to better prepare your own organization.

and one of the best ways to get that started is to take a look back at your risk and help kind of build the case for a recovery strategy. We have some data from 2014 we want to take a look at and share some stories and hope you gain some insight and look at this historic perspective of the risk in 2014. If you join us for the next Webinar we'll talk about all the events that are going to occur in 2015

Take a look back at over a year now.

You can see states which disasters have occurred but this is only disasters that resulted in a declaration of the government for financial aid. Disasters happen anywhere and everywhere, however, these states have one big enough where they requested financial aid from the government to help them out.

What's interesting to me is like Texas just jumps out. Everything bad seems to happen. In 2014 that was definitely not the case. Definitely see them pop up with all the flooding and tornadoes they've had over the last several months.

>> SCOTT TEEL TEEL : Just to add to that, to increase everyone's awareness of disasters they're unpredictable and you specifically mentioned California, there was a tornado there yesterday, which is highly unlikely yet we still saw it. They tell you that anywhere it rains it can flood and the same thing happens with almost every other disaster. Keep that in mind.

>> MARK NORTON: You can see what they are, severe flooding, things of that nature happening at all points in the season and geographically that representation looks like this. Historic drop which hasn't proved in 2015 and then some of the severe weather that's occurred over the midwest. If you go back though more than six, twelve, 18 months you can see that these disasters and big disasters, not just small isolated events but big disasters impacting entire regions or communities have been happening every where, even if you only go back to 1980, what is that 30 years, 30-plus years you can see it at every state, including huh and Alaska and even the territories in region of Puerto Rico have had some type of million dollar disaster which is just astounding to me that these types of events have been
occurring so frequently.

If you want to look at it in a chart form, you can go back and see unfortunately that the negative trend that more of these events are happening more frequently, becoming more costly, people are moving to more urban areas, we're going to continue to see this trend regardless of the weather gets worse or not just because of the human population, disasters are going to become more and more expensive.

What Agility sees in a given year is interesting. We plot all the reasons that our members give us a call. And you can see all the different weather related events occurring. We also have isolated events almost making up a fifth of our recoveries in a given year. That can be anything from adverse type to an IT virus that we've had several in the past couple of weeks. These events that can literally happen to any one, anywhere at any time. It's making up a larger sector of our recoveries in a given year.

>> SCOTT TEEL TEEL: The reason we frame this discussion is to help people understand there is a part of the process where you have to assess your risks. Now today we're talking about things you can do most quickly, effectively and right away. You may not have the time to go through the full risk assessment process but you can take action to help prevent the much likely disasters to occur. We're also pointing out isolated events which can happen anywhere humans exist that could be the No. 1 thing you decide to plan for today. It's up to why where you are facilities exist and what exists there.

>> MARK NORTON: National independent businesses went through and did a survey, just looked at different business owners and asked them what do they consider their greatest risk. You can see power outages being one of those top things. Not having proper insurance, all of these things were things that kept people up at night. Hopefully we'll give you some things today. Again, if you can just take one away to get better prepared, maybe get better sleep going into the holidays and 2015.

The major priorities to take away are to consider when going into planning, 3Ss. The first is safety. The second element is support. The final element is success. So you want to make sure when planning that you're always considering everyone's safety. That is the absolute No. 1 goal, No. 1 priority.

To do that effectively you have to have support. You have to have support from all employees but specifically leadership support because you are going to encourage or make recommendations of behavior that could result in cost. Again we're going to try to give you some cost effective things to
do but it will result in cost and in taking some time away from the organization. You have to get that type of support.

In order to achieve success, you have to know your risks which as Scott was mentioning why we're sharing with you what we've seen over the past twelve to 18 months. You have to be able to effectively communicate. You have to get access to your data. You have to understand what's important and you have to have some ability to really practice or exercise your recovery strategy. If you've never done that before, it's kind of like anything else, your first time is obviously not going to be your best. In recovery you want it to be your best because that's when the stakes are most high.

You know, we're in football season right now, and for any of you that has a team and thinking about playoffs, you're thinking of your team that had never played, anything, that would be a terrible time for that team to kind of get together and practice.

So again, the challenge with today's presentation is just to be able to take one action away and to be better prepared. So we're going to dive into each of those things we're just looking at to help you understand how and where you can start. And again, if you can take one action from any of these examples, hopefully you'll be better prepared.

The first again deals around safety. That is the No. 1 goal. A couple of things that you can do, first-aid kits, you can invest in training, fire safety, evacuation planning, shelter. Again going back to what Scott says, I would pick the example that best aligns with what you consider to be your top risk.

Your top risk is an educated guess. There isn't a theory behind it. Not like other people are better. Just basic common sense. If you live in Miami, hurricane, southern California pick an earthquake. Those type of mace base sick things can have a lasting impact on what you decide to do.

My personal favorite getting into this time of year is to consider first aid kits for your employees. Very cost effective things. Nice thing to put in a paycheck. Twenty to $50 per employee, really help them be prepared for any of these events.

Next thing is CPR training. Doesn't take a lot of time. A really cool thing for really all employees you don't have to be that nervous when thinking about something like this.

>> SCOTT TEEL: This is a program that will benefit both people and at home really anywhere they go. CPR and the process of administering CPR has changed over the past two or three years and so we realm that you reach out to your local Red Cross chapter or any other training organization. Sometimes your payroll
providers or your benefits administration companies will also offer similar training programs. Often these are at no cost to you as an employer but it can make a tremendous difference and save lives. We all know that. This is something that you could even bring in lunch one day to the office. Everybody spends 20 to 30 minutes in the training and next thing you know the entire office is trained for this type of disaster.

>> MARK NORTON: I know it's not a great topic. A lot of us don't want to think about these bad things happening with but with all the recent violence going on, something like CPR training can make a huge impact. We have a lot of people asking us what do you realm doing and what about first active shooter drills, some of the more cost-effective things you can do, invest in CPR training and make sure you know how to evacuate the building. Those two things may be free but very simple and easy things that an organization can do to get better prepared for that type of environment.

As I was mentioning earlier, you have to have support for this. If you're on the Webinar today, clearly you believe in the goal and the theory for getting better prepared. It saves your job.

We want everyone to feel that way and sometimes, again, for fear of too much cost or too much investment or just don't know the right thing to do people don't take action. So we realm that you go to your leadership team and show them the return on investment for the recovery strategy. And really the answer to that is you can be best prepared for any type of environment, any type of risk or threat that can happen without having to know what it is simply by knowing all the critical things that you do and taking very small steps towards having an idea of how to recover that.

That could be a lunch and we'll talk about a great way to do that later object in the presentation about throwing some type of test. But this is a very simple and easy thing to do. When you're speaking to your leadership council, team, you don't have to use fancy jargon. I encourage you not to. About ROI and BCP and coop and all those other things. Because people don't understand that it sounds expensive, it sounds complicated. No, this is very simply about understanding the things you do and make sure you can recover them if you have to. If you can get endorsement from leadership to set an hour a month aside just to have a conversation that's a great place to get started.

>> SCOTT TEEL: Also a lot of the country is looking at the winter weather season. We're going to have a lot more frozen precipitation, which is often one of the No. 1 causes of power outages throughout a given year. So in those cases,
you know, it could be something as simple as talking to your leadership about testing a work from home program one day during the week and have everybody arrive to the office, you know, late that day so they can test their ability to log in from home, if that is part of your strategy. But it doesn't have to be a day-long test or a half day long or anything significant like that. It could be testing one element of your program.

For example, your alert notification tool, those kinds of things, just make sure that you're gaining that leadership support and you're showing them how they can just enhance their resilience in the face of disasters that are most likely to occur in the next few weeks or months.

>> MARK NORTON: The biggest thing to do as you're kind of going down this road of preparedness is to make sure you're not traveling alone. Obviously you want the support of your leadership team. You also want to have a committee or a team there even if it's just team two, it's better than team one that's going through and doing this. Because we're talking about the survival of your organization and how it continues in business after a really negative event occurring. That's too much for one person to carry or think about. So you do want to have a committee. There's a lot of advantages for that. You get the multiple perspectives. You have the delegation. You get the support. And you have a better understanding of what each department or function needs for recovery and you simply can't get that perspective when you're going through this alone.

And, again, a reason a lot of people fail to have a plan in place is because they did try to go it alone and realized it was too much and they gave up.

So, again, it's the same type of sale to your leadership team. You're not talking about a lot of time, energy, and effort but you're talking about something important and impactful for everybody that's involved. So I encourage you to have these conversations. Again, it's great to have them over food. So if you can do it in that type of environment, kudos you to. I think you'll get greater participation. If you can bring people into the fold, begin the dialogue and conversation, people really understand this isn't really complicated. It's a lot to think about but relatively straightforward and simple and the no as hard as I was once thinking it actually was.

>> SCOTT TEEL: One comment on setting up a team, Mark, we often realm to our organizations depending on what type they are that they can incorporate outside entities in their team. So, for example, if you are a manufacturing entity, obviously you're going to need raw materials or supply chain in order to have that critical function of your business, which is the
manufacturing element, maintain operations. So when you form a team, think about incorporating your top suppliers, vendors, and partners on that team.

Now, that may be the second meeting. I understand that, but at the same time they should be thought of as part of your team in the larger sense of the word.

>> MARK NORTON: Great recommendation. After all you'll be recovering with each other so great to get the familiarity ahead of time.

You want to make sure you can communicate effectively in any form of crisis, and one of the biggest things that we see people struggling with is up to date contact systems. If I were your choose and had to take one act of today's Webinar, I would just update my employee list. If I had time my vendor list.

If you make sure you have accurate contact information, we're not only talking about during business hours but contact information that will help you in an emergency, keep in mind a lot of the events Agility response to happen after-hours. It's either after the office closes or it's over a holiday weekend. You need to be able to find somebody when it matters most. So what type of contact information are you going to need. What type of response do you think you're going to get, and you can answer both of those simply by starting with some type of practice of your notification system, whatever that is, whether you use the specific tool, whether it's the phone tree, whether it's somebody screaming from the lobby and saying, hey, meet us on the second level. Whatever it happens to be, practice it and you'll get to see it. One of the biggest things we realm for people that already have a good strategy in place or at least up to date contact information is try to incorporate text messaging into that strategy. Time and time again it's been the most reliable way to reach people after emergencies. I mean, we see it in the biggest events from 9/11 to Katrina to sandy. Text messaging continues to be more successful than trying to reach people on the phone. So definitely realm that you have that type of technology in disposal. You have, again, reliable contact information, and people are aware that you'll be communicating that way and expect that type of communication.

>> SCOTT TEEL : And just so everyone's aware, at the bottom of the screen there you see the prepare my business.org link. If you visit that link you're going to find a dozen or more checklists associated with different steps of your business continuity or disaster recovery plan, one of which is a disaster crisis communications checklist. Definitely realm that you visit that link, download that checklist and I assure you that you can pull off two or three items from that checklist that you could accomplish in an afternoon. It's very, very
straightforward checklist and one that can really make a difference in your ability to communicate during a crisis.

>> MARK NORTON: Another good checklist we have is around putting together an emergency kit. This kind of feeds into safety. It also really impacts your ability to be successful because to recover any organization you have to have access to data and information. Oftentimes you can't get that unless you can get into a computer or a server. So if something occurs right now, this second, afire bursts out, is there a kit or bag you can grab going out the door that has the things that you need to get access to that information. We call it a go bag, emergency kit. Whatever you want to call it, whatever the terminology is that you use, make sure that you have one of these in your office. Chances are you have all this inventory already. You don't have to necessarily invest in additional supplies, although if you want to take it up a notch we do have that mentioned here. Very simply put you just want to make sure of you access to your policy information, your software, and licenses that you may need, and that this is in some type of portable device so if an emergency occurs in the middle of business hours and you really only have time to evacuate you have something small and portable that you can take with you.

Again, a lot of great recommendations on here. Don't forget cash. Oftentimes we go from a cashless society to cash only society. You want to think about having that in your case as well. You can see the complete checklist at preparemybusiness.org.

We just spoke a lot about data. You want to make sure of you access to that. Oftentimes having conversations with members they tell us the data is backed up in the cloud. They don't necessarily know what that means but it's probably relatively reliable. Very cost effective. Very attractive to a lot of organizations. But what they've never really thought through is how do we connect to it when our office is gone. So if we can't get into our office because of the disaster we're facing, what's our other way into the cloud. Can we get to it on our phone? At Starbucks? Laptops? How do we do that? How long does it take. Do we have a fast enough connection? All the kinds of questions that follow through asking the first question which is how do we reconnect to the cloud if that's what we use for data backup when our office is gone?

Great time to ask that question is to do a test and to see exactly how that works. So many organizations don't practice this, it's incredible, but this is a very simple test to do. Could be painful, the lessons that you learn, but simply assume in the scenario that you choose that you can't get into your office and have to connect back to information and data. I can
almost guarantee that you're going to learn something. You don't have this password, encryption, you don't have the speed you need. You'll gain very valuable insight into what it could really look like in a true disaster sense. Really realm that you go through and do some form of test of restoring or accessing the data that's probably backed up automatically today.

Keeping in with that theme of testing, if you want to go beyond just the scope of data, we realm that you go through what we call a tabletop or a mock or a desktop examiner. That is a great time to bring in lunch where you have everybody sitting together for an hour or two. Very minimal if you can have representation from each department. That's a great thing. And you want to have them around the room and say, okay, we just had a fire at 9:00 at night, what do we do. And you want each person there to be able to answer the question what will they be doing. And then you can make it fun. Certain people can be on vacation, certain people sick and unavailable. You can make it more challenging. The very first time if you've never done it, take it easy. Just kind of be very optimistic in your scenario and have people go through and simply state what their reactions will be. What's interesting, this may or may not be the reaction that they have when actually under duress, however, even going through this exercise you'll hear the variety of responses. It's almost like playing a game of telephone and you'll see your strategy really start to take multiple personalities on and certain people are going to respond in certain ways. This is why you do this. You want to make sure that we don't have 30 recovery plans in the room. We want to have one recovery plan and 30 people in agreement with that. And the best way to do that is of course to get together in the room and actually have that conversation.

And afterwards, again, you're supposed to learn something in this. Definitely do some type of post exercise review where you can go through and say these are the gaps that we have. It's not a time to beat up yourselves or beat up your plan, say, oh my gosh we don't have the perfect plan. Nobody has that. It's really use the ways we can enhance and improve our plan. That's ultimately the goal in going through this type of exercise.

So if that was easy and you feel like you've done all that and you're like, well, I really wanted a challenge today, there are some next steps that you can do to take your plan to another level. Oftentimes you'll hear in this industry all the different acronyms for things, BIA being a big one. And that is something that you can incorporate in taking your plan to the next level. Ultimately, a business impact analysis is taking a look at your most likely risks and threats and saying if any of these occur what are the impacts. Can we reduce the
impacts of any of these events taking place. And then on the flip side of the coin, how would we get back if these events occur. What critical functions would cease to operate?

And what should your recovery strategy be. Answering a few questions. How can we impact the risk and impact what's most critical to us.

We have a great checklist to help you do this at prepare my business.org. Also you want to make sure in taking an advanced level look at your plan that you have insurance coverage in place. As Scott was mentioning earlier think about your external strategy. Involve that team with an external contact from a vendor that you rely on or maybe somebody from the local emergency office. Get that outside perspective. Start thinking about who you would use to physically relocate the office to somewhere else. All of these involve external agencies and people. So you want to again have this dialogue. If you've already had the dial Los Angeles and strategy you want to involve them in a testing. We involve our vendors and suppliers in that exercise every year because they are equally important to our employees in response when something occurs.

The readyrating.org, Ready Rating organization does a really nice job with a test that you can take, litmus test if you will to see where you are. A lot of resources at the Red Cross. My favorite at the holidays is a first aid kit. Very easy and convenient to get. If you don't have one of your entire organization, maybe just encourage employees to go out there and have that as some type of stocking gift.

Just to reiterate the Ready Rating program was devised to help assess organization's resilience. If you're here today wondering where in the world do I start that is a great place to start because the program itself will assess your plan and your strategy or your lack thereof and tell you the places that you need the most help or most effort. That's a great place to start. It's a short assessment program of about 100 questions you can answer in probably 30 minutes to an hour about your organization depending on your level of sophistication and it will give you a report and provide tools to help you improve your organization's resilience in certain areas.

With that being said, if we have any questions we'd be happy to open it up to the lines now or have you rather type in your questions we'll be happy to answer those. If you don't have a question that comes to mind immediately, you find my contact information on the screen. I'm happy to speak with you offline.

Thank you, Mark, we did have a few questions submitted earlier.
The first one said do you have anyplace or any ideas of where to obtain sample scenarios for a test it of our plan.

>> MARK NORTON: I think one of the probably easiest places to go just in terms of getting kind of an accurate perspective FEMA has some things that tells you your threats out, last time a hurricane, those are some pretty commonplace examples. I'm trying to think of another resource.

>> SCOTT TEEL: If you simply Google FEMA historical disasters, you'll see a list of links that separate disaster declarations by year, by state, and that sort of thing. They even have maps that show you where these disasters occurred and at what frequency and that will help you probably say, hey, you know, gosh, flooding is the No. 1 disaster in our area. You can also talk to your local insurance provider whoever's helping you and they'll be able to give you a list of certain events that seem to be the most likely in your area and that's a great place to start, but let's go back to the very beginning of your session today, Mark, and that was when we pointed out that isolated events were very, you know, common occurrence. So just think about anything that's related to manmade elements in or around your office that could go haywire and there you go. You've got a simple scenario right there you can start from.

>> MARK NORTON: If you want to contact me directly I have the list of events. We don't necessarily broke it down by the probability, kind of feeding into Scott's point, but if you do want a laundry list example we have some creative examples, some rat infestations to mold, residue, we've seen it all.

>> SCOTT TEEL: You name it.

Thank you, Mark.

Next question, this person asked, you mentioned cash in a kit, which with we definitely do not have on site, but what about food and water for employees?

>> MARK NORTON: What we've typically seen organizations do in the past is encourage employees to have food and water at home for themselves. We don't see a lot of organizations stockpiling that for all employees. You could. What the government recommends is having I think a week now of food and water at home. So like here we realm each employee to take individual responsibility for that and we kind of point them to the different meal kits and water that you can have at home. That's how agility's handled it. I've only heard a number of small organizations actually keeping forward here in the office. Most everything for employees is designed for first aid and safety response.

>> SCOTT TEEL: If I could add to that, Mark. My suggestion would to have a little food and water on site, some
nonperishable items for one simple reason. That is most disasters are going to be resolved within about 24 hours or so. So think about 9/11 when a lot of people were forced to walk from Manhattan off the island or think about Atlanta during the ice storm a couple years ago when they were, you know, the whole city was just in gridlock on the street. What if your employees did have to spend the night in your office? What would they need in order to have, you know, food and water for that 24 hour period? You know, you may not need to store an entire week's worth of food for employees in your office but maybe have enough nonperishables that you can provide one meal, maybe two for employees forced to stay in your office over time.

Next question this person asked was are management believes data recovery and a evacuation plan is the extent to which we should be planning? What's your first suggestion for making case to leaders like this.

>> MARK NORTON: I think it helps you in one scenario, which is a fire, and it helps you short-term. But I think two important things is, one, there's a lot of things that could happen to us beside a fire that we need to be prepared for and what's kind of our answer if we can't get access to our space because of something else or power outage. And the other is what is our long-term recovery strategy. If you have access to data and you know how to evacuate you have your first five minutes of response figured out. You have your data and employees if you practice in the right place in your parking lot, but what happens next? Where do you go? Where do you stay? How long do you stay there? How much does it cost? Do you have all the supplies you need and suddenly you could rattle off a dozen questions that really haven't been answered by that very simple response.

I would encourage them to think outside the most probable scenario which is a fire in the office and come up with a strategy that's appropriate for the length of time you can be in recovery. If you need a statistic from Agility our average space recovery when somebody has a facility-related issue and they need help is six months. If you have a pipe burst, if you have a fire or smoke damage or mold it's six months in recovery. Again, a lot of things that don't happen in the facility are much shorter than that but if it's a space related issue and that's truly worst case for most of us it's a multiple month recovery. Obviously you need more than an evacuation plan and data to successfully navigate.

>> SCOTT TEEL: Great point.

The final question that's been submitted thus far, and if you have additional questions, please go ahead and submit those at this time. The final question is you mentioned taking one
step today to improve, but what is your best suggestion that could have the greatest impact in most situations?

>> MARK NORTON: I don't know if it's necessarily the best but it's the thing I would do which is I would do the tabletop of the mock exercise because I think it helps you regardless of what level in the planning process you're at. If you haven't started before it's a very entertaining way to find out that you need a plan because you're going to get all these people again. I encourage a quick meal around it. You're going to say, hey what are we going to do if this happens of the more people that engage and the more responses you hear I think the stronger the business case can be made for why we need a plan. We have to get all these really smart people on the same page to make sure we're kind of all going down the right path in recovery.

If you already have an advanced plan and you really want to know what's next, how can I improve it, again, a tabletop if appropriately challenged will show you those gaps. Maybe you have vendors that you rely on for data backup or alternative space or something like that. Have them participate. Find out do I have the right way of contacting this person on Sunday at 3:00 in the morning. How long actually would it take and how do I tell everybody over the weekend that we're not going to show up to work here on Monday but instead you're going to work from home on Monday and we're going to show up here on Tuesday and really walk through those steps. That's my favorite exercise. I think it's applicable to everybody. You can make it simple and quick if you want to or on the other side as long and complicated and difficult, so to speak. Either way it's fun and gets people participating and great exposure in the organization for the need to be better prepared.

>> SCOTT TEEL: Thank you very much, Mark. We appreciate your comments and suggestions today. Just as a reminder to our audience this session was recorded and a link to the recording will be e-mailed out to all of our registrants tomorrow and that e-mail will also include a link to download the slides. If you have any questions or have any additional follow-up or comments about today's session, we welcome those as well. We apologize for the audio difficulties earlier. But thank you for sticking with us.

We hope everyone has a safe holiday next week and join us again next month where we talk about the top ten mistakes made during a crisis.

Thank you and have a great day.