>> Critical systems, we want to make sure that all of your breakers are off, all devices are turned off. You can't overload a generator quite easily if you're trying to power everything at once as it is getting started. Then you can add load every 20, 30 seconds, turn on a breaker, add another device until you have all of your critical systems up and running. But have that procedure documented so you're not trying to figure
your way through it in the middle of a dark building, possibly a
cold building with the when the power goes out.

Do take a look at, again, from a personal standpoint, how you're
preparing your employees. They need to have an understanding
about when they're expected to be at work, if there is an outage
that means that they will be working from an alternate location
or staying home. Make sure they understand how you're going to
communicate with them. Is that a text message? Is that an
e-mail? Is it their responsibility to check your website or
check in with your supervisor? You want to remind folks of this
as the seasons change. They may not remember from training
several years ago or from even retraining exercises that may
have taken place earlier in the year.

And then the last point, we talked briefly about supply chain
ever earlier. Do communicate, when you have these plans in place,
with your key vendors to have an understanding about what their
own policies and procedures are. Are there alternate phone
numbers that you can reach them at if their main lines go down
or if they lose power, for example?

Continuing on with the theme of preparing before the storm, make
sure you that do have those physical supplies that may be needed
to both survive on your own for up to 72 hours, we'll talk some
more about the specifics of that in the next couple of slides, but then also, in terms of making life comfortable and safe for your employees. Having rock salt or kit knee litter works as well, and then traction.

And any snow removal equipment, either in your building or if you have a facilities team that has trucks to make sure that they have those accessible in the shed or in the trucks so that they will be able to use those resources on an as needed basis.

If you do have a kit in your building for flashlights, blankets, water, etc., make sure that you're updating that on an annual basis, making sure all of those resources stay current.

And we will give you some tips later on in the additional resources with how to build out one of those kits if you don't have one already.

>> And Adam, the point on the slide where it says establish shelter locations, I think with really good weather forecasting these days, the odds of being imprisoned in your office for, you know, lack of a better term for days on end isn't that likely, but I'm reminded of the Atlanta ice storm that occurred last year where people were -- the entire city was essential a willy dismissed at one time on to icy roads. Now, if you were to keep a little bit of supplies in your office, some MRE type meals
ready to eat, you could keep your employees there for an overnight, protect their safety, if needed, if it was really that serious, but also maybe you can delay them a little bit to the point where it is safer to dismiss, where there are fewer people on the road.

Now, if conditions continue to worsen, that maybe isn't the best idea. About you at least have you something, a warm place for food to offer your employees until it is safe to depart the office and head home.

>> Very true. And part of that comes back to the employee leave policy that that we were talking about earlier, making sure you have that documented in advance and then you're communicating with the employees at the time of the event. If there's folks that live further away or they need to go pick up children from school and they need to live a little bit early, help them be comfortable with that decision. And if there are people that live nearby and drive a four-wheel drive and are comfortable staying a little longer or even overnight, make sure that's being prepared.

Even to go one step further, a picture that we have here is an agility member during a Kentucky ice storm a knew years back who were not able only to power their space to continue operations but they were able to use it as a warming shelter. So it gave
them a great opportunity because they were prepared and some of their neighbors might not have been, it gave them a great opportunity to help out their neighbors as well as restoring their business operations.

>> And the bottom line is here you have to be safe rather than sorry. So if early dismissal is the safest option, we incurable you to not wait. Now, if you already have a work from home solution as part of your strategy as an organization, employee that. Rather than wait until the roads are starting to get a little bit scary and the traffic is building up and the schools are letting go in your area, why not release everyone a little bit early or even not have them come in that day and report to work from home and just save the threat of having your employees out on the roads. You don't want to be the cause of an accident.

>> Absolutely. And that being prepared, that having the plan in advance gives you those options. It lets you make that right decision at the time.

Ensure that you have different ways of getting in touch with employees. We talked about crisis communications briefly on the last slide, but do make sure you that have some redundancy built down in there. So if you relying on phone communications, for example, you have employee's cell phones as well as their home phones. You can it be a great idea as you're collecting that
contact information to understand who their phone carriers are so that if a particular provider has towers down or overloaded during a disaster event that you know that you can communicate with other employees who may be on a different provider or you may still be able to get a text message through even if phone calls aren't going through.

>> And when it comes to communicating during a crisis, we are seeing all of our members adopt more readily the use of social media during these times because if you think about it, everyone's time is valuable and during times of crisis, it's even more so.

What is the one of the ways that you can communicate with the largest number, the largest groups of people where oftentimes that is either through your website, which is an obvious one, but social media as well as. And so if you are going to use that as a communication channel, you have to tell your employees to anticipate that so they know to go there to find that information.

The same thing holds true for your customer base.

>> Absolutely. And then, internally, in terms of how you handle that process, making sure you that have one person or one team who are in charge of keeping that information up to date. Sow that there aren't any surprises. You don't want to have an
expectation that you're going to have your website or your Facebook page updated and then simply be silent during an outage.

So now let's skip ahead a little bit and talk for a couple of slides about during the storm. We've talked a little bit about communication and we're going to reiterate that throughout because it is a key highlight. We'll talk about it even in terms of the mistakes to avoid. Because communication is key. Even if your written business continuity or continuity of operations plans do not take into account every possible circumstance, which, I hate to break it to you, but they won't, having communication in place so that you can make appropriate decisions with your team in the midst of that recovery and then also inform and converse with your employees, with your supply chain and other key stakeholders, that is truly how a resilient and robust organization continues their operations in the midst of a crisis.

Make sure you that stay near your weather radio. Watch for any rapidly changing weather conditions. We have all seen how inconsistent the weather can be. A cold front can come in and hold a storm right over your area or make it miss you completely. So do stay updated.
As Scott was talking about, make sure that safety is paramount, that your employees or your customers are able to and empowered to make that right decision to keep themselves and their families safe.

When the temperature crops, you should be staying indoors as much as possible. And, again, this comes back to planning ahead and making sure you have the resources to be able to shelter in place.

Check periodically to keep your driveways and parking lot clear of snow and ice so you don't end up with blockages because you left it go too long that. Build-up can be bad so make sure that you're staying ahead of it.

And then similarly, when it comes to the plumbing, don't wait for your pipes to ice up, let a faucet drip to keep the water flowing so you don't see the blockages and breaks in your water pipes.

>> So just reflecting on last year's winter season once again, you know, we saw epic amounts of snowfall in Boston. There was also a few storms out west. It wasn't the entire season but a few storms out west that just dumped amazing amounts of snow in a short period of time. Well, guess what, that can happen anywhere. We saw in South Carolina last week that some location this is over 25, 26 inches of rain in a few hours. Well, that
same thing could happen with a certain stream of moisture in weather. Roof collapses were a big concern. Do you have any suggestions for businesses or oceans on how to mitigate risks associated with heavy snow fall? They can't probably jump on the roof and start shoveling it off themselves so any suggestions there?

>> Be aware of the risk, be aware if you have a flat risk if you have an older building, there may be ways if you contact the structural engineer to shore up those weak spots and make sure that building is still safe. But it when it comes down to, it you can't make predict how much snow is going to fall and how safe it is going to be, but the best is to have an alternate strategy, whether it is a work from home approach or a different office space or different recovery space.

And then, still, during the storm, make sure you that have that Rolodex, the contact information for all of your key contractors who you may not call on a regular basis but who will become critical if your HVAC system fails, if your plumbing starts to act up, or if you do have the electrical or heating unit fires that we were talking about earlier.

If you do decide to shut down your office, say, for a long weekend or a few days while the storm is coming through, if possible, if there is somebody that lives nearby or if you have
a system that don't allow you to check remotely, keep an eye on those indoor temperatures. Generally when it comes to computer equipment, the major fear is overheating. But if the temperatures drop too low, that can be a problem as well. And if you do have a work from home strategy, that does operate under the assumption that your servers will be up and running, in most case that is your phone system will be operational so that you can redirect those calls to folks working at home.

So make sure that those systems are still up and running and make sure that that's an environment that your people can come back to work in when it is time to come back to the office. You don't want to let those temperatures drop so low that you end up blowing out yurt heating units because you come back and you end up setting the temperature up.

So hopefully everyone knows this but it bares repeating, never use a gas powered generator indoors or in any inclosed space. That includes parking garages. It is not only illegal and against code, it is very, very dangerous. So please don't. If you do need to operate a generator to restore power, have that running outside, and if need be, have that cable running to the interior. You can always block off the open window or an open doorway with to you else or blankets to keep the loss of heat when you have the cable coming through that.
Be careful about not overloading circuits in your building. This is true both if you're operating off the generator power and just if you're operating off of normal building power coming back again to those personal heaters that folks may be running at their desk. They do put out a fair amount of heat. They also have pretty high power draw, especially when everybody is running them on high at the same time. So try to keep an eye on that.

If you are running a generator, be aware of your fuel levels. Don't to be running that generator around the clock. Or do you have refueling contracts and plans in place? If you run low, then consider how you can conserve fuel, whether by reducing the generator load which means the generator does not need to run as hard and therefore won't consume as much as fuel, or by only running the generator at certain times of the day.

And before you evacuate the location, be sure that you've located and turned off your water, power and gas shut off. Yes, it is something to be aware of that if you turn off the gas, you may need to have a service technician come out to turn that back on for you. It's not something that you can do on your own. So do this with full knowledge that it's not as easy as flipping
the switch, but it is worth it, again, safety is paramount, you don't want to run into any issues when you come back.

And then we talked previously about the emergency radio. Know where it is. Have it as part of your quit. Have it nearby so that you can stay it up to date as the weather conditions change.

We do want to talk briefly about back to the storm and getting back to normalcy. There can be a tendency to rush back to the office as soon as power is restored or as soon as the storm has passed. Make sure that communicating with your employees to be aware and be safe. Just because you can get back to the office and be safer, it doesn't mean that your employees are all on roads that have no debris, no downed trees. So I would encourage you not to pressure them but rather to be aware of their own circumstances and be safe.

>> And on the alternate side of that, if you give employees, quote, the opportunity to come in the office if you choose to do so, you probably have some dedicated employees in your office who may in some cases have the ram dough mentality that say I can do this, especially in average states where the average citizen doesn't have a lot of experience driving in frozen weather and black ice situations and things like that, it's my opinion, and the opinion of a lot of our continuity planners
here in the office that you need to make a definitive choice for
your employees because if you -- if you give people the option,
ocasionally you're going to -- that's going to be construed as
a challenge. If you can make it in, congratulations, you win,
right, that, so let's not make it that gray area. Make a
decision. Yes, come in to the office when you are sure it's a
hundred percent safe or no, the office is closed today, please
work from home. It's one or the other.
>>> You know. So just don't provide that situation where you
have an adventurous soul in the office who decides to venture
out and ends up getting in a fender bender or even worse.
>> That's an excellent point. And particularly in those areas
where you don't tend to be the snowstorms. It may that be your
employees are perfectly capable of driving in those conditions.
The other folks on the road may not be. So do want be aware
it's not just a question of the road conditions and whether you
and your vehicle can handle them but also others on the road.

When you do come back into your building, be sure to inspect the
facility for any damage, any leaks, any downed power lines
before entering the space. And for any of your critical teams,
critical folks that are coming back into the office, be sure to
inform them of what this processes are, when they're expected
back into the space, and what their responsibilities are.
In this situation, the most the information you can provide to your employees, to your customers, to your stakeholders, the better.

So this last point here, Adam, where updating local media and customers on the status of your business, this just reiterates the need to be able to have that mass communication teal Tool at your disposal no matter where you are, whether you're able to update your website from home or if you can at least put a Facebook or Twitter status update that's associated with your business's own account, please do so as often as you possibly can because people are going to be thirsty for information about your organization when, can they visit again, especially if you're a critical infrastructure type organization, gas stations, grocery stores, banks, schools, credit union tons. Insurance agencies.

Yeah. So make sure that you are over communicating as much as possible during these times where everything is a question on whether things are open or not.

In next point, it really gives you the opportunity to control that conversation as well, instead of their being potential negative publicity or no information, you're able to put your story out there about how and put a positive spin on it that yes, we did close for a couple of days to keep our employees safe, we're back and working hard for you and eager to take your
calls. It sounds a lot better than a very dry news report than
what which businesses are closed and which are open

So we do want to talk quickly about some common mistakes to
avoid. One mistake which talks earlier about the Rambo
mentality, ignoring warnings. Don't wait until the last
possible moment when you may be putting your employees and
yourself in danger.

Being unprepared in advance for long-term power and
communications outages. So basically not having the kit or not
having the service providers contact information in place that
gives the flexibility of responding appropriately in a disaster.

Even having the phone numbers for an electrician and the
generator provider is a great start, but I would encourage you
to take a look at your electrical panel or have an electrician
come out and let you know if and when you lose power how are you
going to restore power to your critical systems. That may
include installing a transfer switch that lets you run your
entire office space off of a generator. It may include using
something called a spider box or a window panel box that
basically consists of extension cords powering key systems offer
of a generator rather than your overhead lights.
Make sure you have a fuel provider in place. And understand what you're going to do in terms of turning back on those key systems like we talked about earlier.

If you haven't thought about supply chain disruptions, you're asking for trouble. We can begin by focusing with our internal plans, but do communicate and set an example with your critical vendors as well. Have an expectation with them that they will have plans in place so you don't get caught up in their own outage or failure.

>> And just one note about that Adam, you know, a lot of people think of supply chain as something that only applies in a manufacturing industry. But the fact of the matter is, there are a lot of different providers out there think of your shipping providers, even folks like FedEx and UPS. If you're relying on critical documents to be overnighted somewhere and you're sending those via a overnight mail service, what are their incremental weather policies and how do you factor that into deadlines? The same thing applies to your legal counsel, APA, what if your quarterly returns are due on Monday and there's an ice storm the prior week and nobody can get into the office to file those forms. How do you work around the situation to make sure that critical deadlines aren't pass? That we consider that part of the your supply chain. As an organization, you need partners in order to provide whatever it
is that you provide, a service or a product. And if those providers are upstream in your supply chain are impacted but you aren't, you still have to overcome those interruptions so give some thought to that.

>> Absolutely right, Scott. And worse case, if you do not have critical providers that are not willing to put plans in place, it may be time to look for a backup provider that. Doesn't necessarily mean taking your business elsewhere but having somebody else, is having their contact information so we can bring them quickly.

We talked about communication, both internally with your commercial, it's a big problem, something to be aware of and avoid at all costs.

Failure to obtain adequate insurance coverage, whether that's for loss of business or loss of use for your space, loss of revenue, business interruption expense, or added expense, meaning the cost to actually restore to get that generation up, repair any pipes, ensure that you're talking with your insurance agent, and have appropriate coverage in place.

And then lastly, a failure to establish emergency procedures and providers for some of these key communication approaches, updating your website, redirecting phone calls, temporary power
and communications is another common mistake that we see across organizations of all types. Both in your typical winter prone areas and those who often don't see winter weather.

I did want to quickly touch on the procrastination area when a storm is nearby, what are the last minute items that you can do. The first would be following your written plan to make sure you're making decisions on the clear thinking you had in mind in advance as opposed to your crisis mindset that doesn't always make the best decisions.

Stay informed. Communication runs both ways. Make sure you that have most information possible from that radio and from trusted providers.

Reach out and overcommunicate externally with your third party providers to make sure they're in the loop on what you're doing and when. And then actually, if needed, move to your alternate space or your work from home strategy and implement those plans.

If you do need to shut down operations or reduce operations for some period of time it can be easy to complacent, because you see your neighbors doing the same, you see an entire community shutting down. Be aware of what your losses are on an hourly and daily basis and don't get complacent, be sure that you are
working towards getting all of your critical operations back up and run being as quickly as possible after an event.

There are some additional resources here, and, again these thinks are available for download in the hand out today and will be available from the link that we send out to you after the webinar, but prepare my business.org has a number of preparedness checklists that can prove to be helpful for you. The American Red Cross has some fantastic winter storm safety, both for businesses and professional organizations but also for your employees and on a personal level.

And then Noah, the weather folks, also have an excellent preparedness guide around winter weather specifically what those threats look like, and how to mitigate those risks. And then a few links here to additional resource that is may be useful, including preparedness checklists if you're looking for a way to get started today. And really work your way down through a number of these items, understand it's a lot of information we're talking about. Some of it may be common sense that we you will already have in place. A lot of it may be new to you. But if nothing else, if you just have one thing to do, I would encourage you to go out and get one of these checklists that helps either organize those thoughts and track your progress as you work towards that goal of resiliency.
At this time, we'd like to take any questions from the audience and then thank everybody once again for taking the time to learn more about winter weather preparedness.

>> Okay. Thank you, Adam. The first we question had come in today, and I know we're running over time, so we're going to run through these questions quickly. So the first one was starting our plan, based on your experience, what aspect of winter poses the greatest threat, employee sickness, cold weather or snow and ice.

>> You know, it's an interesting. There be can a case made for any of those. The big outage, just statistically speaking that we intend to see, is power outages. That's true year round, but it's true during winter weather as well. If weather that's due to a accumulation of snow and ice, whether it's due to people having trouble driving on the icy services and running into a transformer or downing a power line, that is the biggest risk that we see.

From a financial perspective, the statistics show us that the biggest risk is actually employees not being able to come into work, calling in sick, and that that's the largest risk. So all of these are worthwhile to be addressed and do need to have steps to mitigate.
Okay. Thanks. The next step said you spoke about including our partners in planning for disasters but encouraging our own management is enough tough enough. How do you recommend getting our vendors and suppliers to do this?

That's a very fair point. When it comes to any vendors and suppliers, keep in mind you are the client, you may not be their biggest client, with you it is not uncommon, these days, to have some due diligence requirements around business continuity planning, alternate workspace planning and disaster recovery planning. So make that request is a great place to start with. You can have a standard e-mail form letter that you send out to your critical suppliers, asking them what their business continuity plan is. It doesn't have to be specifically around winter weather preparedness.

And then the follow-up question would be, and when is the last time that it was tested. That that's a great place to start. If you get incomplete responses, it can help just to give a phone call to your personal contact at that organization and try to explain to them the steps that you're taking so that they can follow-up with systems. I've been pleasantly surprised in many cases for the organizations that have that on hand, because they have it or because other customers have asked for, it and they're happy to share.
The final question that came is a good wrap up and we'll just leave it there which is what is the biggest mistake you saw last winner?

The biggest mistake that we saw last winter would really be around communication, waiting until the last minute to provide updates, both on a grand scale, the example of Atlanta is very popular, but we do see this happening across the country and on the smaller scale with individual organizations as well. And then when the communication goes out, either having that be incomplete, not enough information, or vague. Or not going -- not reaching all of the intended recipients. If your communication lists haven't been updated in six months, many of those phone numbers, many of those e-mail addresses may have changed. So I would definitely encourage everybody to take a look at your communication, crisis communication procedures and make sure that those lists are up to date.

Are the will. Thank you very much, Adam, and thank to you everyone on the line today. We appreciate your attention to this matter. Just want to remind you that if you have specific questions about disaster preparedness in your organization, please feel free to contact us directly. Additionally, you will receive an e-mail to us from tomorrow that includes a link to the recorded presentation as well as a link to download the slides which, as we mentioned before, is a great idea, considering all of the links that are embedded in the presentation today. So thank you very much for attending today's webinar. And we look forward to hosting you again next month. Take care. Bye-bye.