Okay, welcome, once again, ladies and gentlemen to this webinar. My name is Scott Teel with Agility, I'll be serving as your speaker today. Before we get started, I'd like to cover a couple housekeeping items. Today's webinar should last about half an hour. We'll include some time at the end for questions. We encourage you to submit your questions in the control panel on the right side of your screen. My colleague Nicole Crawford will be help to help facilitate today's session. This is being recorded and will be e-mailed to our registrants tomorrow for whoever attended. The link is on the screen now if you'd like to jot that down. In the control panel on the right side of your screen, there's a tab called handouts.

All right, let's jump into today's agenda. We'll begin our day by taking a brief look at the forecast outlooks for this 2016 hurricane season, we'll also check out some of the trends in storm impact zones and dive into the truly steps you can take to prepare. We'll finish by highlighting a few of the common mistakes organizations make, along with a few tools and resources that you can use to help prepare your organization and again, we definitely recommend you download the slides because a lot of those links are embedded in the presentation.

So, first of all, when you look at a typical hurricane season, as you can see, the actual peak in activity is around the first week in September. This sharp -- excuse me, this chart shows the activity during these points in time, not necessarily the
chance of a storm having an impact on the coastal U.S. or even the severity of the storms. You can see that beginning June 1st, there's much, much lower activity, but possibility for a tropical storm or hurricane. By and large, the major threat for hurricanes and major hurricanes really ramps up towards the beginning of August through mid-October.

What you see here, when we try to identify where storms occur and the tracks they take, these next few slides will show those two elements month-by-month. You can see here, the Gulf of Mexico, the Caribbean, are really, the most likely areas of storm activity in the early part of the season. This chart, or excuse me, this map shows June, then as we look at July here, you'll notice that the activity along the East Coast really forms up in the Bahamas and the mid-Atlantic and the storms also start forming further out in the Atlantic to the eastern side of the Caribbean. That gives the storm a little more time to develop and gain intensity. In August, this is where we start to see the propensity for more severe, larger and destructive storms.

Additionally, we see a much larger area where storms may originate due to warmer water throughout the zone around the equator throughout this area. You'll see the entire eastern seaboard and Gulf Coast is at a major risk for storm development and storm tracks.

Same holds true for September, really the peak of the season, as we mentioned earlier. The prevailing tracks impact the entire Gulf Coast, Florida and the eastern seaboard. Into Maine and the extreme eastern portions of Canada. Finally in October, when the season begins a slow withdrawal, we see the Gulf becoming less of a hot bed and typical storm tracks are starting to move slightly offshore to the east of the continental U.S. And then in early November, when the season starts to come to a close, most of the storms that do develop actually remain to the east of the United States, the continental United States. Mostly affecting the Caribbean, the Bahamas, Bermuda as well as those North Atlantic shipping lanes. With all of that in mind, let's look at what we have in store this year according to the experts. It's important to note, it's been over ten years since Florida has been struck by a hurricane. There's been a few tropical depressions and tropical storms since then, but the last hurricane to strike was actually Hurricane Wilma, which you see on the right side of the screen and that was October of 2005.

Also, even the last couple years have been pretty quiet for landfalling storms and a number of storms has remained below
average. All this being said, you have to remember, it only takes one. In 2002, hurricane Andrew devastated southern Florida. That year, the overall season was very quiet. There were only six named storms that season, but Andrew reeked havoc on south Florida.

In 2010, some of you may remember a wild season with 19 named storms, but not a single one made U.S. landfall. So, as you can see, the number of storms doesn't necessarily bear the biggest factor in whether or not there's a major affect on the continental U.S. Let's look at the various predictions releases this year. This Accu-Weather forecast has 14 names storms, there's also calling for a slight increase in hurricanes and major hurricanes beyond the normal average.

When we move over to the Colorado State University Outlook, they do have a forecast for a slightly above average season with one more named storm, but they have fewer at the top end of a category three or higher. The weather channel folks, on the other hand, they also see a slightly average year, or excuse me, above average year, but the average year of highly severe storms is a couple more than average. So...have to take that into account.

So, all in all, because of the various, you know, climatological indicators, there appears to be a consensus that it'll be a slightly more active year versus the past couple we've experienced. That being said, none of these forecasts will ever tell us much about the track of these storms because we simply don't know this far out.

What we can do is look at historical trends and you'll see here, the probability of having a landfall in your state, based on the history varies greatly, but...like I said before, this is kind of a main soapbox speech today, it only takes one storm. You'll hear that again and again from us and from NOAA and FEMA. It couldn't be more true. Most notably, the probability may be greatest for the state of Florida at 51%. And I'm sure that comes as no surprise, despite that, we haven't had a hurricane for the last ten years strike the state of Florida. As rare as that might be, the same can be said for a major storm hitting you know, for example, the extreme northeast. It's not very likely, but it's certainly possible.

So, with history and the climate prediction and all that knowledge behind us, let's now turn to the actual preparedness steps. This is why you all came on board today to listen. We want to give you some good takeaways you can immediately implement in your organizations.
So, we've broken down the key steps into these eight distinct areas, ranging from helping employees prepare to building emergency kits, ensure you have a good communications plan, that sort of thing. We'll dive right in. First and foremost, you have to actually assess the risks that are posed to your organization and even more specifically, the risks that are posed to the critical functions in your organization that you must maintain to stay afloat. No pun intended on the afloat thing, but...think through this process and...consider things that rely on electricity and communications, specifically, because those are the most-likely impacts that you'll see after a storm. Consider where your office and facility locations are located. But also, [indiscernible] that could affect your ability to operate.

Also, look at where your employees live predominantly and how likely they will be affected by the storm. As you look at the various risks, you have to align each one with the critical functions it might affect. I'd rank those by probability that they will actually happen. Once that's done, you essentially end up with this giant to-do list of things that you either need to protect or mitigate or develop a recovery plan for. Once we dig into the actual nuts and bolts of what you have to protect and how -- backing up your data is an obvious next step or your first thought, right? Pretty much everyone has a reasonable plan in place. However...this is a big one. You need to realize that when an entire city is affected by a storm. Retrieving your data or receiving customer support from your recovery provider or even just simply having consistent communications with those providers, these are all issues that can throw a major monkey wrench into your recovery process. Even if, say, your data is housed thousands of miles away and is safe, wonderful and everything's great. You could still have issues getting in contact with the people that can help you restore that. Additionally, once a storm blows through and your local infrastructure is damaged and compromised, you need to know how long it will take to recover all the critical applications you use, to the extent that you can actually operate your business. When people are left scrambling for connectivity, even if you can get it, you're often limited by very low bandwidth.

So, now is the time to talk through or even walk through your plan and actually test an actual physical recovery of your data before the storm arrives. Not after it happens. At that point, you're strapped for time, money, resources, personnel, and you may have a lot of other issues you're faced with that are going to prevent you from doing an efficient recovery.
One area that nearly every organization we work with tends to overlook at some point is the ability to maintain operations despite interruptions to their supply chain. That's what we're looking at on this slide. At the top of this page, you'll notice that our definition of a supply chain is slightly different than what you might imagine. You don't rely on raw materials or supplies from other vendors. You don't have a serious reliance on vendor, supplier or partner to allow your normal operations to continue.

So...you must talk to all your different vendors, even people like attorneys and CPAs, payroll providers, benefits administrators, telecommunications companies, IT support vendors, the list goes on and on. You need to know how those third party organizations will support you when the storm has affected their company too. Talk through their plans. Understand what their contingency plan is for a crush of requests from all other customers at once.

Now, in many cases, you can't simply dictate to a partner or vendor how they will support you, you may want an alternate vendor or supplier lined up just in case. In some cases, maybe that's not realistic, you may have to self-perform or build up a war chest in the event that your operations are impacted and you have no control over the situation. That means...the rainy day fund, right? We've all heard our parents tell us, have a rainy day fund. The same thing applies to your business. This is a good time to mention communications. Our next topic, but by we get there, you need to make sure you have multiple redundant methods of communication between you and your vendors or partners. You can't always rely on e-mail. You can't always rely on telephones. Make sure you have a way to communicate with these specific groups, before, during and after events, that way you're able to maintain situational awareness of your vendor status and visa versa. They know what you need and when and where and how.

Our next point, you should spend a great deal of time and energy working on is your communications plan. Once you have the recovery strategies developed, the one single element that binds all of those different strategies together is the ability to communicate effectively and properly. It really takes a team to successfully manage your way through a disaster. Keeping that team oriented in the right direction and progressing to the right plan really all relies on your ability to effectively reach and talk to and coordinate with and share information with the right groups of people.
This is also one of the more difficult situations to do so, you're talking about a situation where you know, you've got inland flooding and storm-surge and power outages and communications. So therefore, you need to have multiple redundant means to communicate. We listed a few here, starting with a phone tree, things like social media, alert notification is a great tool, you want to have multiple ways, including e-mail and text-based communications in addition to a strong media plan. Sometimes communicating via media is a best way to reach a large audience.

Now...this is an easy element of your crisis management plan to test ahead of time, so now the time to both develop that plan, whatever your crisis communications plan is, and test it. Now, especially say, we're six weeks from now, there's a storm off the coast of South Carolina and it's brewing out there and landfall is imminent in your area. It's best to test this plan multiple times immediately in advance of a storm, not only to ensure the system is operational, but also to ensure your employees are aware of it, they know how to use it, they know how to access it and they're able to use it in response efficiently. Using social media as imperative these days, it can help you communicate with a very, very large audience. This can include your clients, your customers, your stakeholders, the media, your vendors, but you do it all very past and easy. You can use this to share things like the operational status of your organization or whether certain locations are open or closed or relocated. You can also provide details to the service level you're working under. I'll give you a perfect example.

Waffle house, you might be familiar with this chain of 24-hour breakfast food restaurants and they have different plans that allow them to continue serving food, no matter what access to different utilities they have and in some cases, they may lose power, they can still use gas to cook. In some cases, they may lose, you know, telecommunications, they can't order additional food, they have planned -- -- until it goes bad. They have all these different levels, they're able to share with your groups, your customers, your clients, what level of service offering you're able to do at a given time. You can also set up specific groups to communicate with individually or you can obtain information about your own community and partners in the affected area.

These tools are great resources for immediate, kind of firsthand information about what's happening on the ground in a disaster area. So...it's nice to have access to that information and understand the scope of the event.
Now, die have to caution you, be a little careful here, during disasters, rumors can run wild at you know, all kinds of different situations. So...be sure to verify any information that you gather online before you repost it or share it with others. You also heard over and over again to assemble a disaster kit. Most of these messages are intended for the general public, and families and that kind of thing. We'd like to specifically focus on what you should have on hand in your workplace to provide for any employees that are forced to take shelter at your office, or if they're required to remain behind, as essential personnel to handle the crisis.

I hope you'll all download the slides from this presentation so you can go through this list with your team. There's a couple things I'd specifically like to mention from this list. They're highlighted on the page. You can see one as having cash on hand for immediate purchases. This is especially important when the power's out, communications are down. No one can process a credit card or take checks when the power's out when they can't access the internet. You might need to buy emergency supplies right away. Think of things like sapped bags and tarps and food and water, things of that nature. Having that cash on hand is imperative.

Also...during almost every recovery that Agility helps to facilitate, one of our clients forgets to have their software licensing keys or passwords handy. This inevitably delays recovery or can force you to spend extra money to buy new software just to get moving again. This is such a waste. Make sure you have the critical details written down and kept somewhere is he safe. Maybe put it with your emergency supplies or safe in a place outside your office. Have those things on hand because it'll be of incredible importance when you're trying to reestablish all your applications and get things moving again.

One thing we're still seeing years after Superstorm Sandy, to take a microscope on that event are the issues caused by not having proper insurance coverage in place.

Now...obviously here at Agility, we don't sell insurance, we have no dog in this fight, but this is the time you need to be meeting with your insurance provider and ensure that you have the right coverage, and sufficient coverage in place. Additionally, if you haven't already, you need to strongly consider having these top two things in place. Business interruption or resumption expense riders.
Business interruption insurance helps offset costs if a storm comes for any reason and if you have to spend Moe things like generators, office recovery space or anything like that. That added expense rider will help cover those unexpected, but necessary expenses. Remember, most of the insurance policies that people have really covers property and assets and inventory, stuff like that, but...not necessarily the lost income or the revenue because, say an entire city evacuated. You can't, you know, open your shop and sell anything. That's where the, the business interruption and resumption insurance come into play. Most of the typical business insurance policies do not cover flooding caused by hurricanes or tropical storms.

Instead...you have to obtain federally-backed flood insurance. Now, you can get that separately, but the main thing I want to stress here, it often takes about 30 days to come into effect. This is something you shouldn't delay. And I'll show you a tool later on that can help you determine whether or not you need flood insurance, but also your insurance agent ought to be able to advise you about this as well.

Now, we covered a lot of areas thus far, now I want to make sure we talk about the worst case scenario. That's losing access to your entire facility. In this case, you have to be prepared to relocate your operations or replace the physical space that you operate in, in some way.

Now, we listed a few options here, there's things like mobile recovery, hot sites, colocations, reciprocal agreements, but...you have to remember that when a major storm hits, you may be forced to evacuate, that can hinder a recovery on site at your existing location or somewhere nearby.

Now...there are advantages and drawbacks to all these types of alternate location recovery, including things like your ability to access the facility, how much it costs, the type of construction, the physical location, this is an area you need to take time to identify and vet each option and discuss the pros and cons with your team. Make sure you understand the true cost involves. But most importantly, I would have this conversation ahead of time. This is not something you want to be figuring out, on the fly. So many businesses, along the Jersey coast or Long Island, Staten Island, Rockaway, Manhattan, they were simply standing there looking at a flooded office and asking themselves "what in the world do we do next?" There was no easy answer to that question when thousands of other companies were also looking for alternate space. So...you know, things like Sandy, really exposed what goes wrong when an entire region is affected by this. So...one major issue that you see on the map
here, is that because of that massive area that was affected, lost power and connectivity, a lot of the alternate sites that many New York and New Jersey companies were relying on were affected by the same storm.

Now, we're not simply saying that having a facility really, really far away is a good idea, instead, what we're saying is make sure you have a couple options available to you. Nearby alternate facility is a great idea, but maybe also have a back-up mobile office provider or maybe establish an office sharing agreement with a partner or supplier where you agree to exchange office space, you know, one or the other is affected. Just make sure you don't go into hurricane season with one single option or no option at all to rescue your business. Because that could end up being the major weak link in the chain.

So, to wrap things up in terms of steps you can take as an organization, we always like to finish with what you can do to help your employees prepare for crisis. Big questions to ask are...you know, for example, are they familiar with your organization's recovery plan? Do they know your specific role in your recovery plan? Have you trained any new hires about this particular program? Also, working from home is a big part of your strategy, I cannot stress enough that you need to test this part of your plan. You need to encourage employees to be realistic about what they can actually accomplish at home. And be prepared for things like interruptions that may also affect their ability to work from home.

This is really one of the best and easiest ways to increase your resilience as an organization, is test this aspect of your plan. Another really good way to increase your resilience is to cross-train employees on critical tasks. You really never know who might be unable to make it to the office or who could be stranded somewhere due to transportation issues. Remember 9/11, employees were stranded all over the United States because all the planes were grounded.

So, in those situations, it's nice to cross-train employees and help them understand what those critical tasks are so that hopefully, without too much interruption, you can seamlessly move into a recovery mode where people are taking on additional activities. Beyond the simple knowledge of your plan, and the ability to perform these recovery tasks, helping your employees prepare themselves is of the utmost importance. I can't stress it enough. Find ways that you can make it easier to allow your employees to return to work and trust me, they will reward you with just loyalty to what you're doing as an organization.
There are so many things that you can do to help employees prepare and this slide just mentions a couple. It just shows your appreciation for your employees and their commitment to your organization, though, right?

One of the more meaningful ways to show how much you value them is helping to protect their families. Simply helping employees develop and practice their plans at home is just a kind of a low-cost means of increasing their preparedness and showing them simply that you care. There's a number of ways to do this and a ton of great tools online. There's ready.gov and the Red Cross. We suggest at Agility, to our members, that you print out checklists or hold a workshop and help them build emergency kits. We even go so far as to suggest helping their families at a cookout or Friday afternoon lunch, and everybody brings a backpack and you help them fill it with emergency tools. Just a few ideas to help organizations come up with ways to help their employees better prepare.

So, before we wrap things up, I always like to share a few critical lessons learned from recent storms. This is just a way to point out common mistakes we see from time to time. First of all, as I mentioned before, power is the number one issue where we lose something during a hurricane. It's a number one recovery. We facilitate every year. While this is a great step in the right direction, there's a few drawbacks. If you have a permanent generator, you can't move it to another facility. Refuelling, maintaining it, if that generator were to fail or get destroyed in some way, how do you use that expensive piece of equipment? A better option would be to have access to multiple generators throughout the region, stationed at different areas so hopefully it isn't affected by the same hurricane. If you do have a generator on site, don't just fuel it up and forget about it. Make sure you have set up a regular delivery of fuel during the time of crisis, otherwise, there may be instances where fuel is not available in your immediate area. Tankers full of fuel to the New York area. So...just be aware of that.

Having this available to you in a hot and cold site is a continuity to the organization. It may be difficult for employees to go all the way to a hot site on the other side of the state. Or...it could be oversubscribed in some cases and they force you to go from where you thought you'd locate to somewhere further away. It's also a little inflexible. You're paying for a pretty-involved site, especially in the case of a hot site. That can be pretty costly. Instead, have options other than a permanent site available to you.
We mentioned those space agreements with you know, colleagues in the industry or vendors and supplier partners. Also, understand you know, the full implications of relocating and what the costs are involved there. If your area is affected by a storm, not only does your business live there, but your employees live there and their kids go to school there and their families live there. And elderly relatives might be there. Are they really going to be willing to pick up and move across the state and leave their families and homes behind? You have to talk these things through. That's a failure we saw quite often.

A couple more, the last couple lessons here have to do with communications. Specifically relying on a single provider. You see here, one of the major failures is simply relying on a single mobile carrier. My bet is that every company on the line today has one mobile provider. That makes sense from an accounting point of view, but what if one carrier goes down? Does your whole company lose communications? Perhaps, instead, separate out, you know, between two different mobile carriers and try to split that among departments so that no one department is completely out of contact with the rest of the company.

The same goes for things like e-mail servers and things of that nature. Having a redundant back-up e-mail server is great. If you don't have a land line in your organization, that can be a major detraction. Those are ways that you could maintain communications in really, really bad weather environments when cell networks are overburdened and no one can make a call. If you don't have a land line, make sure your whole company is familiar with texting and your ability to use an alert texting program and how to respond to those things. That's of critical importance.

Finally, we see a lot of failures related to work from home strategies and sometimes it's something as simple as just lower productivity and I get that, but more importantly, we also see problems with people connecting. They have insufficient bandwidth or they may have problems accessing VPNs or virtual private networks. In extreme cases, employees may be unwilling or unable to come to work. There could be a tree through their house or it could be completely flooded and they can't make it to work. We suggest you have a few plans in place to address these issues. How can you relocate employees and help them find a new place? Do you have a, a location that offers familiar surroundings and lifestyles for you know, employees and maybe bringing their kids to work with them, that sort of thing.
The more quickly that you can establish a normal routine, the better off your organization will be and, in turn, your entire community. So we have a couple more minutes, I'll finish off by sharing a few additional links and tools that would help. Ready.gov has a number of resources for individuals and businesses. You can find those as ready.gov/hurricane and then a great tracking organization or not organization, but the National Hurricane Center has a great tracking tool for looking at hurricanes, where a potential landfall will be, where the component of influence will be for a given storm and that link is also on the screen there.

We love, love the Red Cross apps. You can see here, there's a couple links, the first is a Red Cross store, where you can purchase emergency kits that are premade. This is a great idea to purchase for your employees or at least have a couple on hand in your office. The mobile apps below, they have a bunch, here are the three I think are most applicable to our discussion around hurricanes. You have a hurricane app, and flood preparedness. You can download those apps for free.

This is the tool I was talking about earlier, the NOAA, national storm surge risk map, this will help you identify whether you need flood insurance and you're in a storm surge zone.

So, what you can do here, you notice, there's category one through five at the top. You can click on each of these. Zoom in on your area. This is the Charleston, South Carolina area and understand what each of these storms, the impact, what each of these storms could have and where the floodwaters would go in a storm surge environment.

So, this is an incredibly valuable tool, definitely recommend to everyone, check this out. If nothing else, this is interesting to understand the scope of what a category four or five storm destruction can be.

Lastly, I always want to mention the FEMA, weather the storm app. This will help you receive National Weather Service alerts for multiple locations. A lot of you may be familiar with the wireless emergency alerts that automatically come to your phone, but that is only for the given area where you are. Instead, so, maybe you have relatives in different areas or locations of your business in different areas, you can add up to five locations and receive those National Weather Service alerts for each of those locations.

It left side sends preparedness reminders and tips, directly to your app. And then, finally, you can share disaster photos and help the first responders that are coming to your area and
really share information, kind of like you would on a normal social media channel. If your business or home is affected by a disaster.

I threw a lot at you guys in 30 minutes, I know we had a few questions submitted. I'll be happy to take those questions at this time. Before we do though, just want to mention to everybody, if you'd like to download the slides, visit the link you see at the bottom of the screen there now. Please do use the entire link, including the HTTP portion of the link. And it is case sensitive. The same link will also be included in the follow-up e-mail.

Nicole, how are we on questions?

>> The first question we received was "what is the best way for us to verify any information we pick up from social media posts?"

>> First of all, if you're receiving it from government organization, chances are, it's embedded pretty good. That's not a, you know, 100% of the time, but if you're seeing it from FEMA, your local emergency management office, those kinds of things, you can put a lot of faith in those types of things. What I wouldn't necessarily do is just take information from somebody you've never met, you're not connected to and you don't know who they are. But if you see trends and you can search for those trends, using hashtags and things of that nature. If you start to see a predominance of reports that are all along the same lines, you're pretty safe in assuming that is, in fact, somewhat reliable information. Again, I wouldn't make life altering decisions for life-safety decisions, based on anything I saw in social media, but it's often a useful tool to understand, like I said before, kind of the situational awareness of what's going on in a given area.

>> The next question is: How can we obtain a copy of a plan to use as a template for other companies?

>> A couple answers to that. First of all, it's difficult to provide a template because each company is different. It could be five employees or 5,000 employees, a manufacturing organization or a school, I find that templates are often best -- or industry-specific. I'd contact your Industry Trade Association first to see if they have tools available like that. I can just tell you, Agility-Partners with several national trade associations in banking and insurance and things like that. Those organizations do have standard templates that they can often share with you, but other than that, those slides that I shared, previously, here we go. On preparemybusiness.org and ready.gov. It's not going to be so in depth that it takes months and months to implement. If you're a complex
organization, you may have to combine multiple resources.

>> We had a question just pop up: Can you discuss re-entry and how employers and employees can gain access to the area?

>> All right, so, in that case, it's all going to be up to local law enforcement. So...you know, oftentimes, the State Highway Patrol will block access to roads and many municipalities will issue, in advance of hurricane season, owner permits for business operator permits. Make sure you contact your local municipality and see if you have access to those permits. That way, it's just a quick and easy way to verify that you either live or own a business and the affected area and before they let the general public in, they'll let the land owners, homeowners and business owners into that area and those permits will be required. But beyond that, my feeling has always been that if they're preventing entry, there's a good reason. Roads could still be flooded, especially after storm surge, there's debris, and contaminants in the water. If people are going in, there's a high chance for injury or illnesses related to what's left behind after these storms.

What I'd do, keep in touch with your local municipal law enforcement. Find out what the status of an area is, if there's any program you can subscribe to ahead of time to obtain permits, I encourage you to do so.

>> That's all the questions we received so far.

>> All right, ladies and gentlemen, thank you again, for your attention. If you have additional questions, you see my contact information on the screen. Please feel free to submit those directly to me or reply to any of the confirmation e-mails you received registering for this webinar and as a reminder, we'll be sending out a wrap-up or follow-up e-mail tomorrow that will include a link to the recording as well as a link to download the slides so you have direct access to all of those additional tools and resources. Thank you very much for your time and attention to this matter and we wish everyone a very safe hurricane season. Have a great day.

[Presentation concluded at 2:40 p.m. ET].

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