



JOIN US FOR
**HURRICANE
PREPAREDNESS
&
BUSINESS
EMERGENCY
PLANNING**

A large, vibrant red circular logo with a white center is positioned on the right side of the slide. The background of the slide is a photograph of several palm trees against a cloudy sky. The text is overlaid on the left side of the image.

HURRICANE PREPAIRDNESS – Multi-site



Why should my organization prepare?



2019 Hurricane Season Recap

- 18 named storms
- 6 hurricanes
- 3 major hurricanes (Cat3 or higher)

2019 Hurricane Season cost to the US

- \$11,965,000,000
-

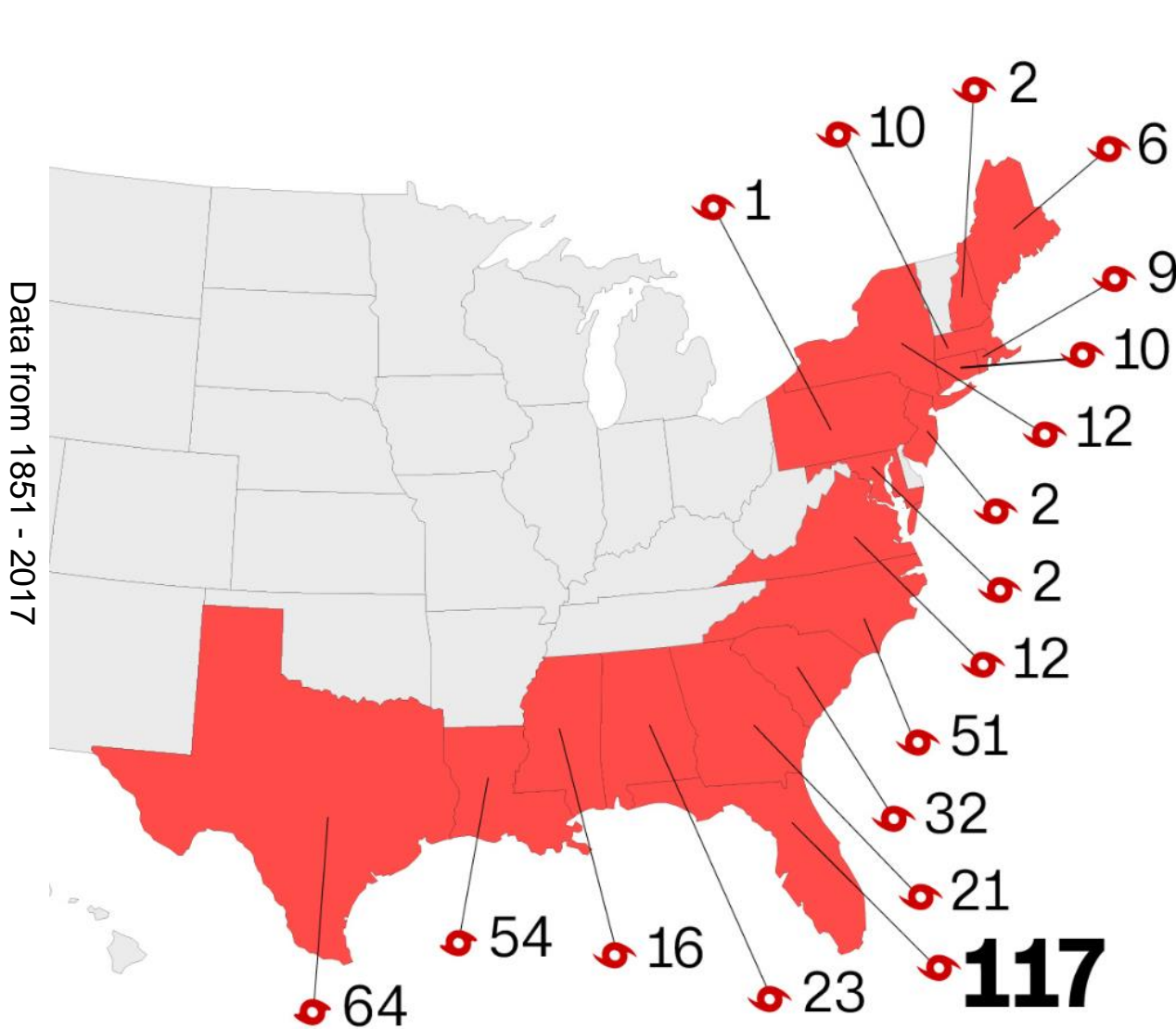
2020 Projections

- 19 named storms
- 10 hurricanes
- 6 major hurricanes (Cat3 or higher)

A rough four months without a plan!



What areas should have a plan?



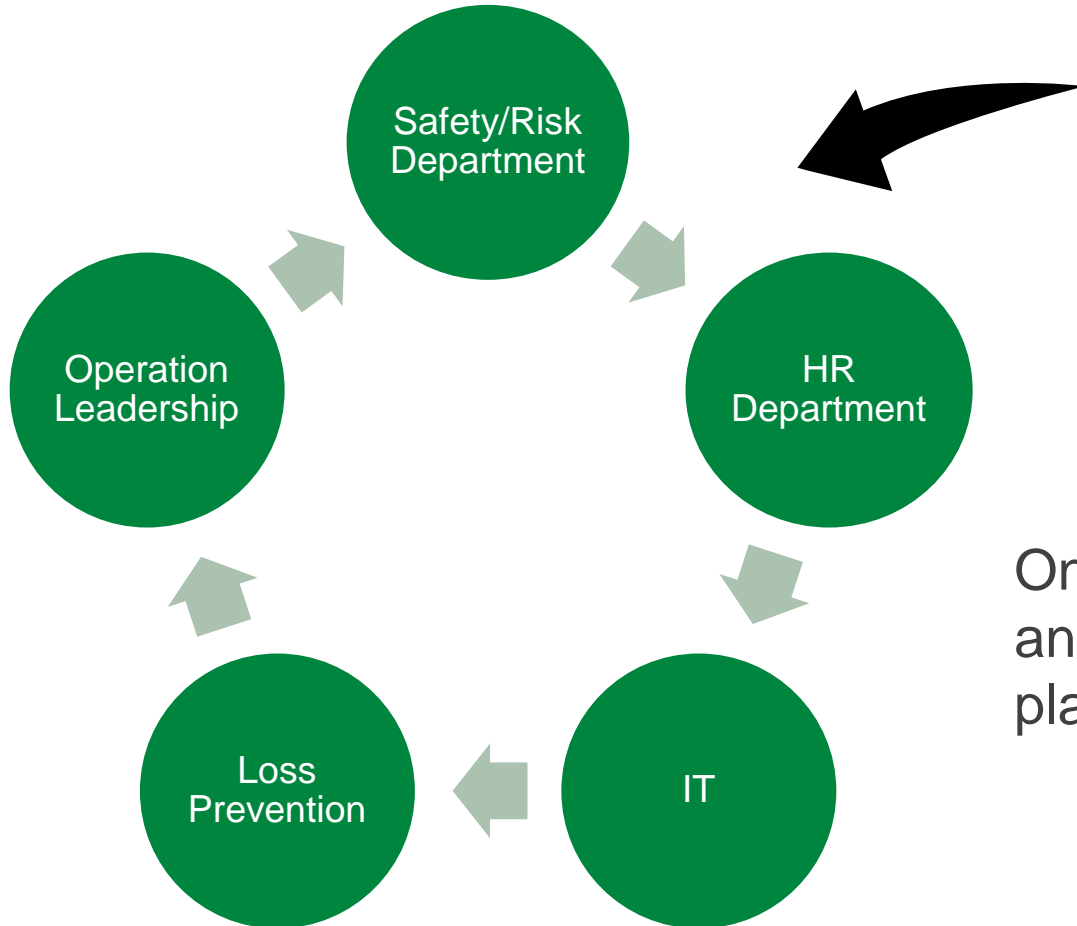
The answer.....

- Resources/costs to establish a plan are minimal.....
- Resources/costs in the aftermath of a disaster that was not planned for?
- If there is a possibility, no matter the likelihood, **HAVE A PLAN**



Who should be involved?

Efforts should be a collaboration of all stake holders:



Every part of the business, which could be effective, should have a representative present in the planning phase

Once all stakeholders have been assembled, develop and publish a comprehensive and standardized plan/template



Develop the Plan

The standardized template should accomplish several things:

- **Guide** - Guide local leaders through the planning process
- **Cover All Bases** - Present everything they must consider, to protect their business
- **Tailored** – Local leadership can populate sections with information unique to their location

It's effective to organize the plan into three separate sections:

- **Pre Storm**
- **During Storm**
- **Post Storm**



Things to consider – PRE STORM plan:

- Insurance policies
 - Are our policies up to date?
 - Is the coverage adequate?
- Power outage
 - Will critical systems go offline?
 - Internal security systems go offline?
 - Do we require a generator?
- Communication expectations/procedures
 - Communication with Associates (**call roster is accurate**)
 - Communication with Corporate
 - Communication with Customers/Vendors/Contractors
- Building preparation plan
 - Protection of product and assets (remove/tie down exterior items, flood hazard, etc.)
 - Data backup and offsite storage
- Operation shutdown procedures
 - How this should be done safely and efficiently

PRE STORM



Things to consider – DURING/POST STORM plan:

DURING STORM

- Monitoring Critical Systems
 - IT/Server Systems
 - Security Systems
 - Refrigeration Systems
- Initiating Reaction Plan if a Critical System Fails
 - Safety should be our first priority here; business continuity is a secondary concern
- Hope for the best.....

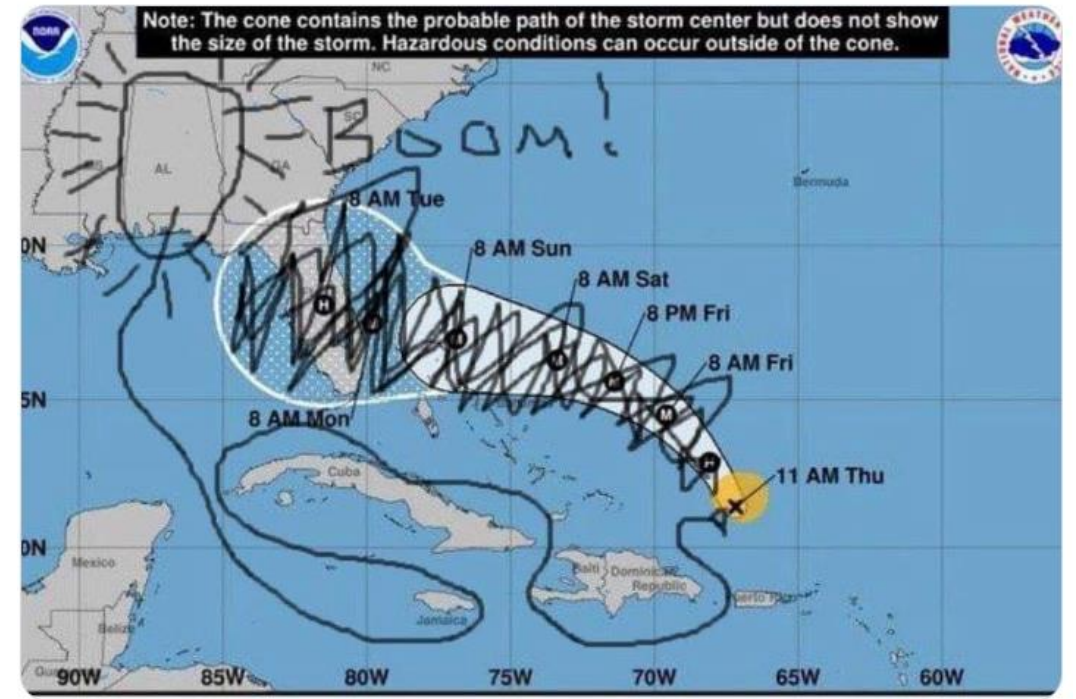
-
- Damage Assessment
 - Standardized a process to document
 - Insurance notification
 - Operation Restart
 - Notify stakeholders of the plan (Employee, Customer, Vendor/Contractor)
 - Systems and equipment operational?
 - Lessons Learned
 - What did we do well; not so well? – How can we get better?
 - Every location/department effected should participate

P



Communicate, Communicate, Communicate.....

- Leading up to the storm, there is a lot of information out there regarding strength, timeline, and path
- With the creation of social media and the internet, inaccurate and outdated information is more prevalent then ever
- Be the source of accurate and reliable information for your teams.
 - 5-10 days prior to the storms arrival, begin daily calls with local leadership
 - Send out 2x daily updates with the most up-to-the-minute information
 - Use a relabel source to get your information <https://www.nhc.noaa.gov/> (updates every 6hrs)



Lessons Learned

- After the storm, when everyone has followed through and executed your plan at the highest possible levels, it is time to improve.....
- Organize a lessons learned exercise
 - Everyone who was affected or played a significant role should participate
 - There is a lot of good information/thoughts out there; you will never get it if you don't ask
- Take these lessons learned and apply it to your updated and revised plan for the next storm.... Then repeat

