Proactive Disaster Planning and Recovery

“FLIRTING WITH DISASTER”
Proactive Disaster Planning and Recovery

The meaning of the word disaster is “a sudden event, such as an accident or a natural catastrophe, that causes great damage or loss of life.”
Survey Question

Do you believe that you and your company are ready for a possible disaster?
Being Proactive not Reactive

- Think about the investment you have in your facilities.
  - People
  - Structure
  - Product
  - Equipment
  - Community Investment
  - Reputational Risk
Survey Question

Does your company have a sufficient disaster plan in place?
Being Proactive not Reactive

• What if any plan do you have in place?
  – Has it been tested?
  – There is no one plan that fits all scenarios?
  – Each scenario needs its own individual plan, (much different needs for a hurricane than a winter storm or terrorist attack).

• The best motto to live by is to “prepare for the worst and hope for the best.”
Being Proactive not Reactive

• Let’s take a real life situation that occurred in 2011.
• You receive a call at 3pm on a Saturday afternoon informing you that one of your distribution centers that services 264 of your retail stores has been struck by a tornado.
Being Proactive not Reactive

• You begin getting damage assessments via phone from management on the ground.
Being Proactive not Reactive

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• You arrive on the scene and this is what you are faced with
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• It becomes apparent very quickly that you have a major disaster to deal with.
Being Proactive not Reactive

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• It becomes apparent very quickly that you have a major disaster to deal with.
• What do you do? Do you have a plan in place?
Being Proactive not Reactive

- You begin getting damage assessments via phone from management on the ground.
- You arrive on the scene and this is what you are faced with
- It becomes apparent very quickly that you have a major disaster to deal with.
- What do you do? Do you have a plan in place?
- Has your plan been tested? Does everyone know their role?
Being Proactive not Reactive

• Do you have a plan in place to handle such a situation?
  – Has your plan been properly documented and do all the players have a copy readily available?
  – Have you previously formed your teams?
  – Do they know their roles?
  – Has the plan been tested and refined?

• No matter the size of your company, you need a plan! Smaller company’s may not have all the resources that larger ones do but the need for the proper resources are still there, whether they come from within or you lean into resources from the outside.
Let’s talk about a plan and what you need included in the plan

• You will need a different type of plan depending on the type of incident. For purposes of this presentation we will use a hurricane scenario.

• How to develop a plan for a hurricane.
  – Create your team
  – Develop your action steps and trigger points
  – Develop your strategy (What do you want the outcome to be)
  – Develop your plan
  – Test your plan
Create your Team

- Decide who will be the ultimate leader of the core team.
  - The leader that is selected needs to be someone that your senior leadership team has confidence in to make the best decisions that are in the best interest of the company and that this leader receives complete support from the senior leadership team.
- Core Team consisting of decision making leadership from each key department.
  - Emergency Manager
  - Facility Management
  - Operations Management
  - Occupational Safety
  - Food Safety (if applicable)
  - Risk Management
  - Loss Prevention/Security Department
  - Legal Department
  - Human Resources
  - Corporate Communications
Proactive Approach

• What do you need in place to be properly prepared and to appropriately safeguard your associates and assets?

  – Weather Service dedicated to your facilities.
    • Various weather services are available that will provide you up to date forecasts for each of locations as well as in the moment notifications to facility management and your emergency manager as it relates to severe weather watches and warnings.
    • Sign up for free weather alerts at sites such as www.weatherunderground.com
    • Software such as Hurrtrak that can provide very detailed hurricane forecast for each location. More information may be obtained at www.pcwp.com
    • Appropriate supplies to guard against flooding such as sand bags or a product called FloodSax. More information may be obtained at www.floodsax.us.com
Additional Resources

Here are some additional resources that you have at your disposal when putting a plan together or in the middle of a disaster/emergency.

– Weather: http://preview.weather.gov/edd/ (this is a pilot tool but the “Travel Hazard Forecast” looks very useful for transportation providers.

– www.ready.gov
– www.readyrating.org
– www.acp-international.com
– www.fema.gov/private-sector (Also national, regional, and state BEOCs)
– www.nvoad.org
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FloodSax Example

FloodSax before soaking

FloodSax 3 mins after soaking

Home Pack
Starts at 200 grams
When energized can hold up to 13 litres of water

Commercial Pack
Starts at 200 grams
When energized can hold up to 22 litres of water
Brainstorming session with your Core Team

• Determine in a worse case scenario what will you need if your facility goes down?
  – Communication plan for associates and customers
  – Prearranged plan to reallocate retail customers to other locations as well as back filling transportation needs
  – Portable Radios, Hard Hats, Gloves, Generators, Portable Lights, Wireless Internet Service, Satellite Phones, Salvage Company, Restoration Company, Dumpsters additional equipment that may be needed if you lose access to your equipment inside the facility.
  – DO NOT WAIT UNTIL DISASTER STRIKES TO DEVELOP PARTNERSHIPS AND DEVELOP CONTRACTS WITH “FIRST WRITER REFUSALS” WITH VENDORS YOU MAY NEED DURING A DISASTER!
  – DEVELOP PARTNERSHIPS AND RELATIONSHIPS WITH LOCAL AND STATE OFFICIALS SUCH AS EMERGENCY MANAGEMENT OFFICES (BOTH STATE AND LOCAL) AS WELL AS FEMA.
The American Logistics Aid Network (ALAN) serves the nonprofit community by coordinating logistics, providing education, and building cross-sector relationships before, during, and after disasters.

ALAN is a 501(c)(3) not for profit organization supported by corporate sponsorships. All services are provided at no charge to donors or recipients.
“Superstorm Sandy highlighted strengths in the Nation’s ability to respond and recover from disasters. However, challenges remain with the Federal Government’s ability to meet survivor needs when surging resources into the field during disaster response.”

FEMA’s National Preparedness Report - March 2013
http://www.fema.gov/national-preparedness-report
Keeping businesses operating reduces the need for government intervention, provides employees with a sense of normalcy, and fuels economic recovery.
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Create your Global Team

- Global Team consisting of one representative from each needed support department.
- The Global Team will be directed by the Emergency Manager and other key decision making members of the Core Team.
- Your plan needs to fully explain what the expectations are for each member of the Global Team. They need to understand what they are responsible for.
- Put together agenda’s for both Core Team and Global Team Conference Calls. (It is very important to make sure that you limit the Core Team calls to just Core Team members).
- Assign someone the responsibility of documenting everything covered in both the Core and Global Team calls. It would be preferred that someone in the Legal Department take on this responsibility and that the notes only be disseminated by an attorney in the Legal Department on an as needed basis.
- Test your plan over and over and make adjustments where needed.
- Always schedule a debriefing after each incident with the Core Team, discuss what went right and what went wrong and make adjustments to your plans accordingly.
Questions

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