



Developing a Business Continuity and Disaster Preparedness Plan for your business



FEMA

Discussion

Why plan?



Sea Bright, NJ – November 2012

Beach cabana business, which was located in front of seawall, destroyed by Hurricane Sandy.

Photo: Liz Roll/FEMA

What would be an emergency or disaster for *your* business?

Why plan?

- Small to medium-sized businesses often are most susceptible to the long-term effects of a disaster.
- Small businesses are a vital part of the U.S. economy.
 - 99% of all employers
 - 75% of net new jobs
 - 97% of all U.S. exporters



Keansburg, NJ - November 30, 2012

Photo: Liz Roll/ FEMA

Why plan?

Preparedness helps your business recover from:

- Business disruption
- Financial losses
- Loss of market share
- Damages to capital assets, equipment or inventory



Bellville, NJ - November 27, 2012

Photo: Walt Jennings/FEMA

Preparedness bolsters:

- Your business security
- Credibility with customers, vendors, your supply chain and your community



Why plan?

Employee Preparedness at Home is Important for Business and Community

- An employee with a good plan at home will be back on the job quicker
- An employee free from home anxiety due to a disaster will be more productive on the job
- An employee with a solid plan can be an encouragement to other workers
- Encourage employee home preparedness



Indirect effects

Your business may suffer losses, even if it's not directly impacted or damaged.

- Reduced customer base
- Supply chain disruptions
- Distributors/vendors unable to dispense



Union Beach, NJ - November 30, 2012

Photo: Liz Roll/FEMA

Constraints of preparedness

Businesses may often believe they do not have the time, work force or money.

Emphasis may be placed on dramatic, worst-case scenarios.



Union Beach, NJ - November 14, 2012

Photo: Liz Roll/FEMA

Planning makes sense

In an Ad Council survey of small businesses:

- **91% said 'very' or 'somewhat important' to prepare for an emergency.**
- **Only 38% said they actually had a plan in place.**
- **Major threats were fire, cyber-attack, hurricane, winter storm, tornado, and terrorist attack.**



Bayonne, NJ - November 29, 2012

Photo: George Armstrong / FEMA

Risk assessment

What are the risks of different kinds of disasters and emergencies to your business?



Perth Amboy, NJ - November 30, 2012

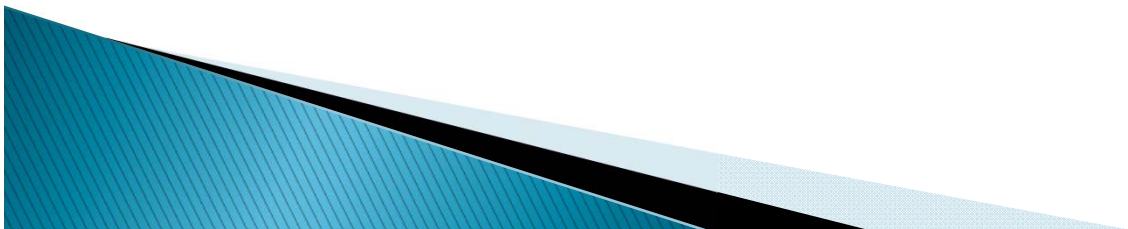
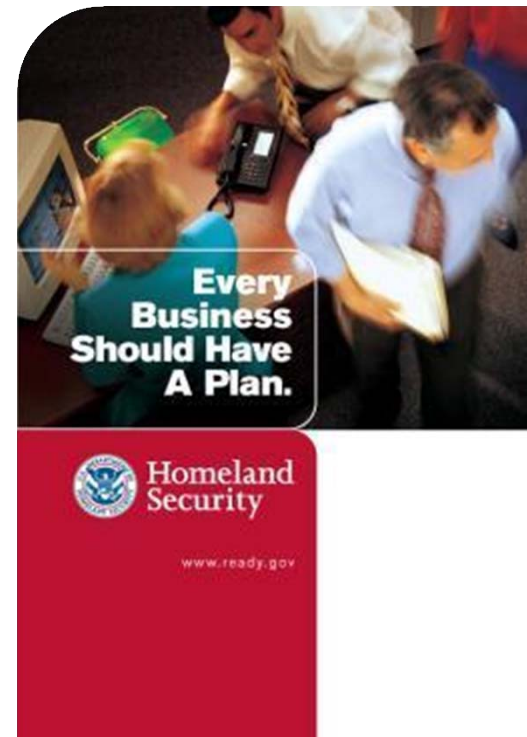
Liz Roll/FEMA

Three steps for preparedness

PLAN to stay in business.

TALK with your people.

PROTECT your investment.



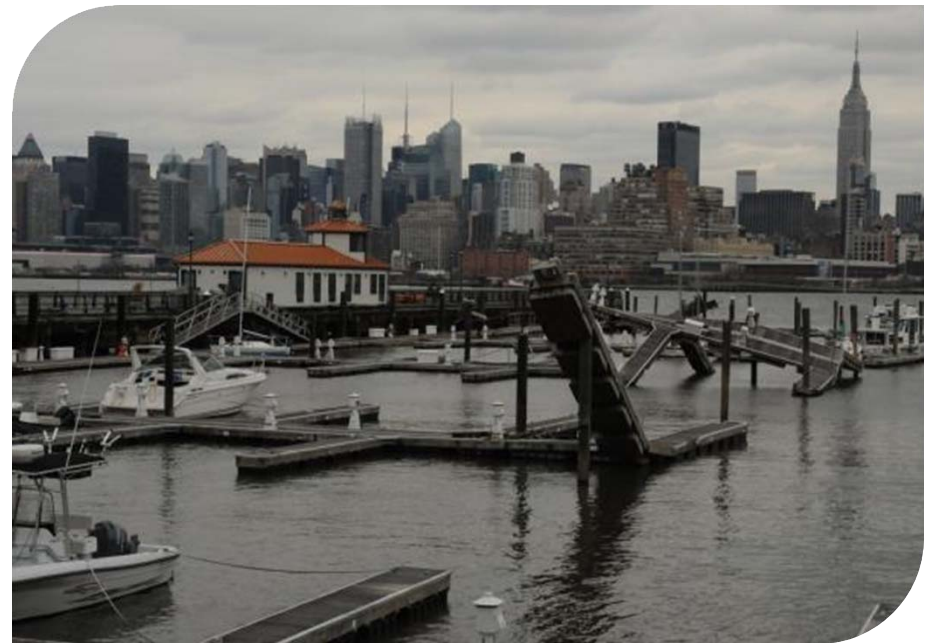
Plan to stay in business

- Know potential emergencies.
- Assess how your company functions.
- Protect your employees, your most important assets.



Plan to stay in business

- Provide for evacuation or sheltering in place.
- Prepare for medical emergencies, and encourage first aid and CPR training.
- Learn to use a fire extinguisher.



Hoboken, NJ - November 25, 2012

Photo: George Armstrong/FEMA

Talk to your people

Create an emergency planning team

**Practice drills.
Encourage your
employees to:**

- **Get an emergency supply kit.**
- **Make a family emergency plan.**
- **Be informed of potential emergencies.**



Kearny, NJ - November 27, 2012
Photo: George Armstrong/FEMA

Talk to your people

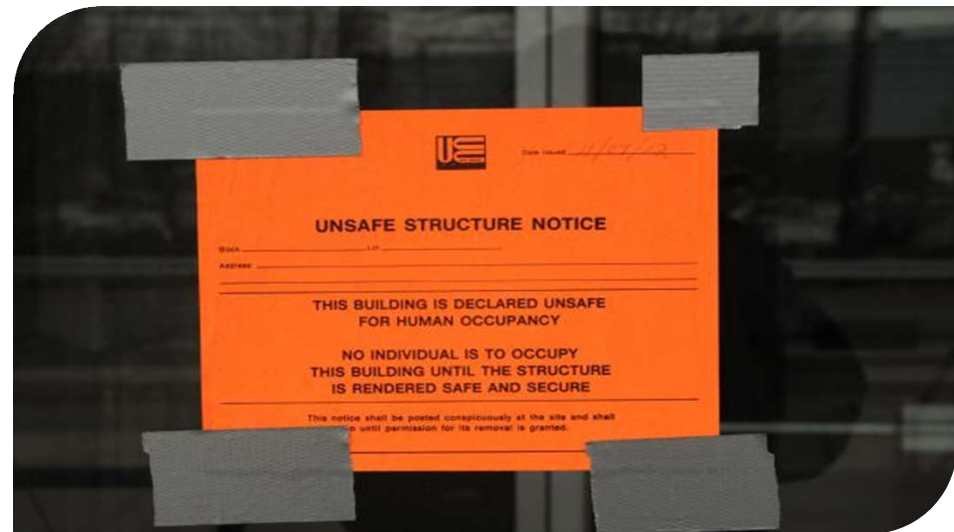
- Detail how you will be in contact with employees, customers and others.
- Plan for people who will require special assistance.
- Understand that people may have special recovery needs.



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Protect your investment

- Meet with your insurance provider to understand and review coverage.
- Prepare for utility outages and disruptions.

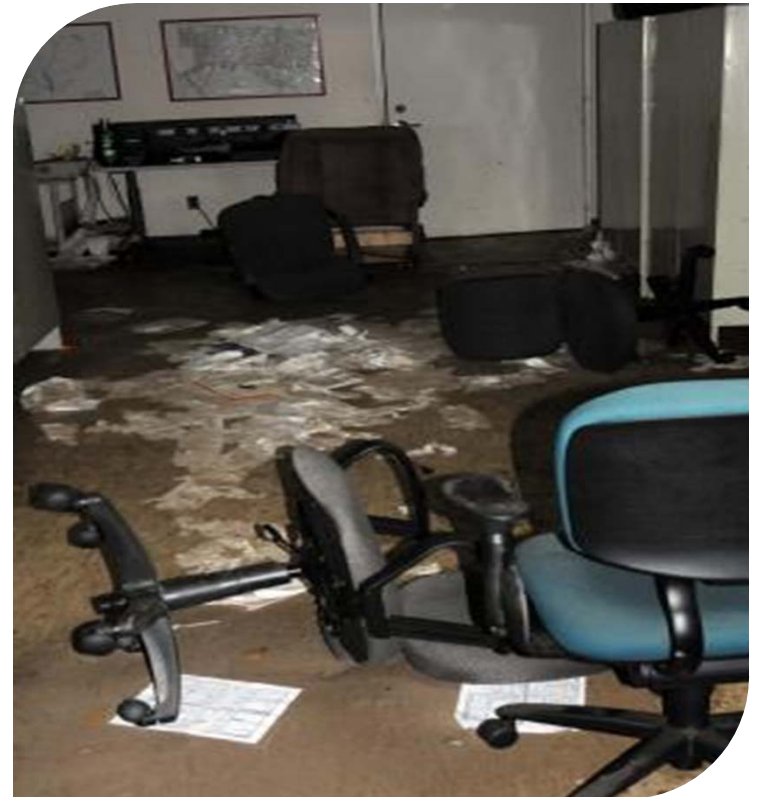


South Kearny, NJ - November 30, 2012

Photo: George Armstrong/FEMA

Protect your investment

- Secure physical assets.
- Assess your HVAC system.



South Kearny, NJ - November 30, 2012

Photo: George Armstrong/FEMA



Protect your investment

Protect your data and information
technology systems.

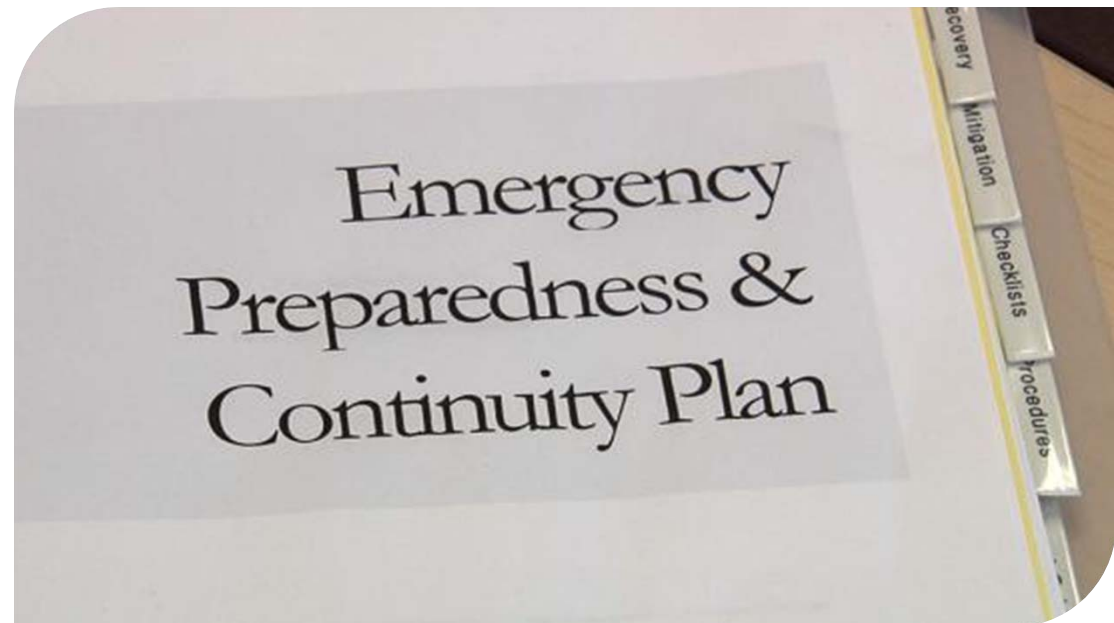


Alpha, NJ Farm - November 26, 2012

Photo: Walt Jennings/FEMA

What are the costs?

- No-cost solutions
- Options less than \$500
- Options more than \$500



No-cost solutions

- Know what kinds of emergencies might affect your company.
- Meet with your insurance provider to review current coverage.
- Create evacuation and shelter-in-place plans, and practice them.



FEMA News Photo

No-cost solutions

- Create an emergency contact list.
- Create a list of critical business contractors.
- Practice your emergency plan frequently.
- Talk with your staff about the company's disaster plans.



No-cost solutions

- Decide what to do if your building is unusable.
- Create inventory and equipment lists.
- Plan for utility service alternatives.
- Promote individual and family preparedness.



FEMA: Are You Ready?



Options less than \$500

- Buy fire extinguishers and smoke alarms.
- Decide which emergency supplies the company can provide.
- Encourage individuals to keep a workplace emergency kit.



Options less than \$500

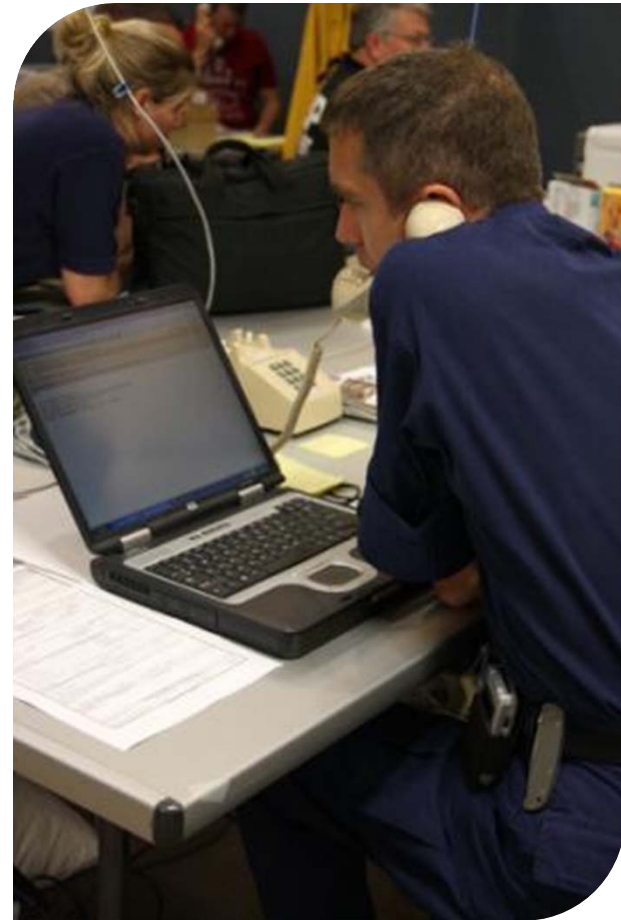
- Set up a telephone call tree and password-protected Web page to communicate with employees.
- Provide employees with first aid and CPR training.



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Options less than \$500

- Use and update computer anti-virus software and firewalls.
- Back up records and critical data. Keep a copy offsite.



FEMA



Options less than \$500

- Attach equipment and cabinets to walls or stable equipment.
- Elevate valuable inventory and electric machinery off the floor.



What Are The Costs?

The following will give you an idea of what it may cost to develop a disaster protection and business continuity plan. Some of what is recommended can be done at little or no cost. Use this list to get started and then consider what else can be done to protect your people and prepare your business.

No Cost

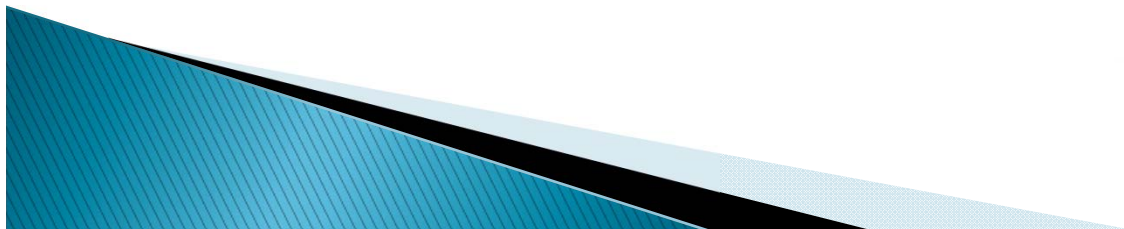
- Meet with your insurance provider to review current coverage.
- Create procedures to quickly evacuate and shelter-in-place. Practice the plans.
- Talk to your people about the company's disaster plans. Two-way communication is critical before, during and after a disaster.
- Create an emergency contact list, include employee emergency contact information.
- Create a list of critical business contacts and others whom you will use in an emergency.
- Know what kinds of emergencies might affect your company both internally and externally.
- Decide in advance what you will do if your building is unusable.
- Create a list of inventory and equipment, including computer hardware, software and peripherals, for insurance purposes.
- Talk to utility service providers about potential alternatives and identify back-up options.
- Promote family and individual preparedness among your co-workers. Include emergency preparedness information during staff meetings, in newsletters, on company intranet, periodic employee emails and other internal communications tools.

Under \$500

- Buy a fire extinguisher and smoke alarm.
- Decide which emergency supplies the company can feasibly provide, if any, and talk to your co-workers about what supplies individuals might want to consider keeping in a personal and portable supply kit.
- Set up a telephone call tree, password-protected page on the company website, an email alert or a call-in voice recording to communicate with employees in an emergency.
- Provide first aid and CPR training to key co-workers.
- Use and keep up-to-date computer anti-virus software and firewalls.
- Attach equipment and cabinets to walls or other stable equipment. Place heavy or breakable objects on low shelves.
- Elevate valuable inventory and electric machinery off the floor in case of flooding.
- If applicable, make sure your building's HVAC system is working properly and well-maintained.
- Back up your records and critical data. Keep a copy offsite.

More than \$500

- Consider additional insurance such as business interruption, flood or earthquake.
- Purchase, install and pre-wire a generator to the building's essential electrical circuits. Provide for other utility alternatives and back-up options.
- Install automatic sprinkler systems, fire hoses and fire-resistant doors and walls.
- Make sure your building meets standards and codes. Consider a professional engineer to evaluate the wind, fire or seismic resistance of your building.
- Consider a security professional to evaluate and/or create your disaster preparedness and business continuity plan.
- Upgrade your building's HVAC system to secure outdoor air intakes and increase filter efficiency.
- Send safety and key emergency response employees to trainings or conferences.
- Provide a large group of employees with first aid and CPR training.



Options more than \$500

- Consider additional insurance, such as business interruption, flood or earthquake.
- Install a generator and provide for other utility alternatives and backup options.



Photo: Melissa Ann Janssen/FEMA



Options more than \$500

- Install automatic sprinkler systems, fire hoses and fire-resistant doors and walls.
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Options more than \$500

- Upgrade your building's HVAC system to secure outdoor air intakes and increase filter efficiency.
- Consider a security professional to evaluate your emergency plan.



What Are The Costs?

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Options more than \$500

- Send safety and key emergency response employees to trainings or conferences.
- Provide a large group of employees with first aid, CPR and CERT training.



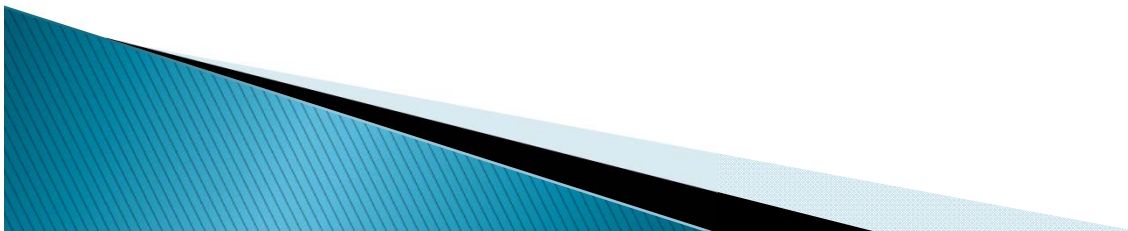
Center for Domestic Preparedness, January 21, 2011

Photo: Shannon Arledge/FEMA



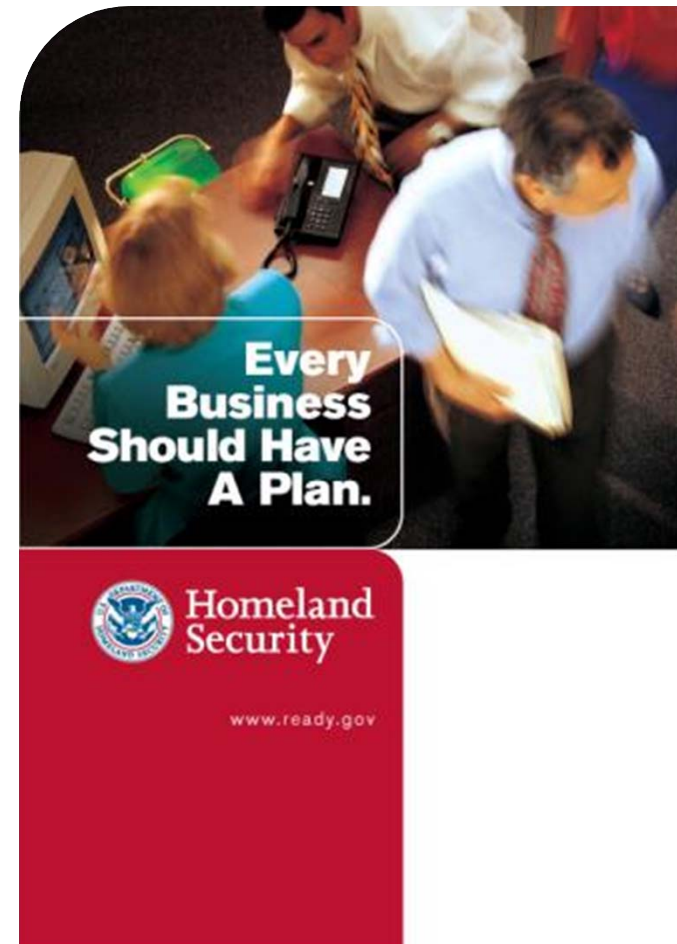
Discussion

- What are other types of no-cost or low-cost solutions?
- What are the resources in your community that can provide or enhance emergency planning?



Make a plan

- *Ready Business* provides a sample emergency plan and worksheets to guide you in developing the basic framework of an emergency plan.
- Businesses differ in size, scope and situation; your emergency plans will, too.



Plan to stay in business

- Secure a primary location.
- Secure an alternate location.
- Select a crisis manager plus backups.
- Select a spokesperson plus backups.



The image shows a 'Business Emergency Plan' form from Ready Business. The form is titled 'Business Continuity and Disaster Preparedness Plan' and includes a section for 'PLAN TO STAY IN BUSINESS'. It contains two columns of information: primary and alternate business locations, crisis management contacts, and emergency contact information. The form is designed to be filled out by a business owner to ensure continuity in the event of a disaster.

Ready Business. **Business Emergency Plan**

Business Continuity and Disaster Preparedness Plan

PLAN TO STAY IN BUSINESS

If this location is not accessible we will operate from location below:

Business Name	Business Name
Address	Address
City, State, Zip Code	City, State, Zip Code
Telephone Number	Telephone Number

The following person is our primary crisis manager and will serve as the company spokesperson in an emergency.

Primary Emergency Contact	Secondary Emergency Contact
Telephone Number	Telephone Number
Alternative Number	Alternative Number
E-mail	E-mail

If the person is unable to manage the crisis, the person below will succeed in management:

Primary Emergency Contact	Secondary Emergency Contact
Telephone Number	Telephone Number
Alternative Number	Alternative Number
E-mail	E-mail

EMERGENCY CONTACT INFORMATION

Dial 9-1-1 in an Emergency


Non-Emergency Police/Fire

Insurance Provider

For more information, visit www.ready.gov/business or call 1-800-BE-READY

Plan to stay in business

- Create an emergency contact list and procedures.
- List the most likely disasters.

 **Ready Business.** **Business Emergency Plan**

Business Continuity and Disaster Preparedness Plan

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Develop a team

- **Decide who will participate in emergency planning and crisis management.**
- **Include representation from all your staff.**
- **Coordinate with your neighbors and building management.**



Photo: Michael Raphael/FEMA

Inventory critical operations

List prioritized critical operations, staff in charge and procedures for each.

 **Ready Business.** **Business Emergency Plan**

Business Continuity and Disaster Preparedness Plan

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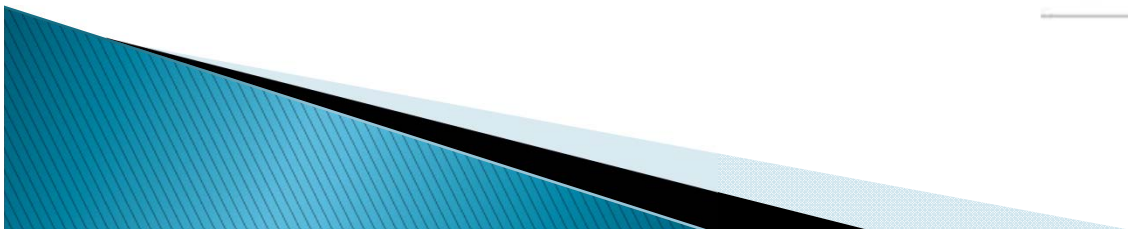
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Suppliers, contractors, vendors

For primary and secondary suppliers, contractors and vendors, list:

- Company name
- Contact name
- Account number
- Street address
- City, state, ZIP code
- Phone, fax, e-mail
- Materials/service provided



West Long Branch, NJ - November 29, 2012

Photo: Sharon Karr/FEMA

Evacuation plan

Establish what employees should do if they need to leave the workplace quickly.

- Is there a warning system?
- Where is the assembly site?
- Who will shut down the business?
- Who will issue the all clear to return to work?



Photo: Cynthia Hunter/FEMA

Evacuation plan

- Collaborate with neighboring businesses and building owners.
- Post evacuation routes in clear view at your workplace.
- Be sure building exits are clearly marked.
- Practice the plan; practice evacuation several times a year.

 **Business Emergency Plan**

Business Continuity and Disaster Preparedness Plan

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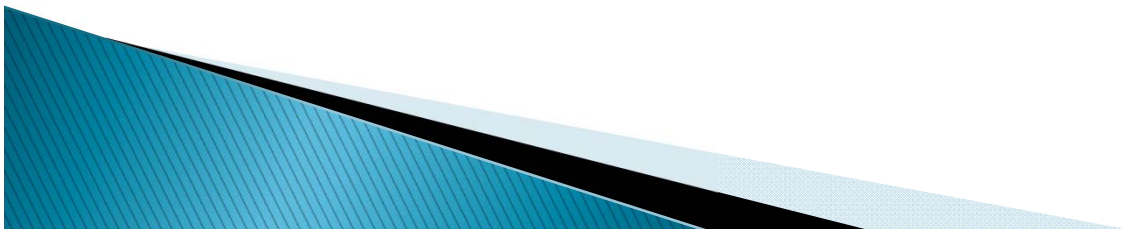
EMERGENCY CONTACT INFORMATION

Dial 9-1-1 in an Emergency _____

Non-Emergency Police/Fire _____

Insurance Provider _____

For more information, visit www.ready.gov/business or call 1-800-BE-READY



Shelter-in-place plan

Establish shelter-in-place procedure to include:

- Warning system
- Shelter-in-place location
- Seal-the-room location
- Who shuts down the business
- Who issues the all-clear to return to work

 **Ready Business.** **Business Emergency Plan**

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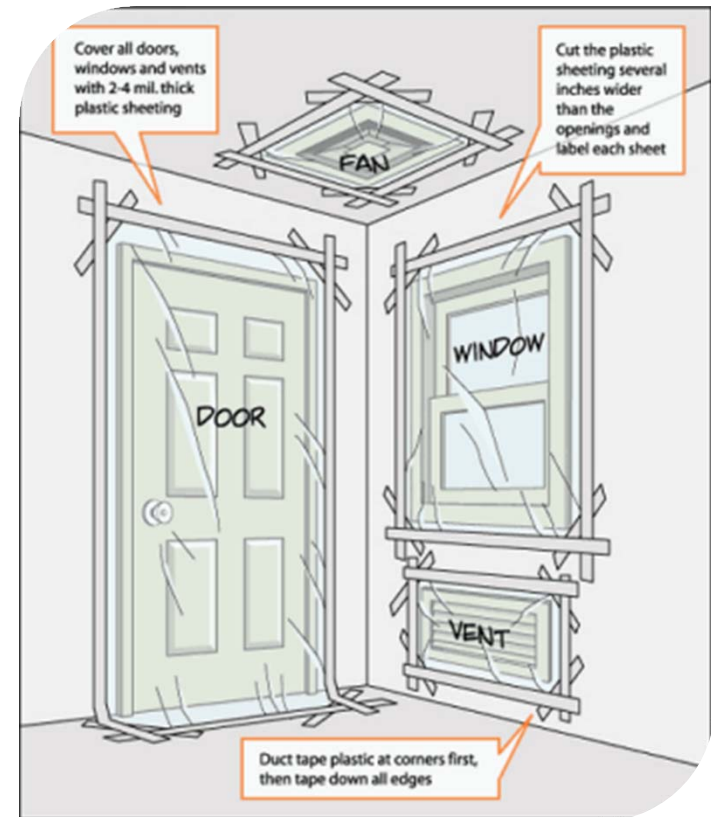
Non-Emergency Police/Fire _____

Insurance Provider _____

For more information, visit www.ready.gov/business or call 1-800-85-READY

Shelter-in-place plan

- Practice sheltering in place several times a year.
- Tell employees which supplies the company will provide in the shelter.
- Encourage employees to have workplace emergency supply kits.



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Emergency supply kit

- Water
- Food
- First aid kit
- Flashlight and extra batteries
- Battery-powered radio and extra batteries
- Whistle to signal for help



Greenville, NC September 19, 2011

Photo: Marilee Caliendo/FEMA

Emergency supply kit

- Dust or filter masks
- Moist towelettes for sanitation
- Wrench or pliers to turn off utilities
- Can opener for food
- Plastic sheeting and duct tape to seal
- Garbage bags and plastic ties for personal sanitation

Ready Business
Prepare. Plan. Stay Safe.

Emergency Supplies

Emergency Supplies

Talk to your co-workers about what emergency supplies the company can feasibly provide, if any, and which ones individuals should consider keeping on hand. Recommended emergency supplies include the following:

Water, amounts for portable kits will vary. Individuals should determine what amount they are able to both store comfortably and to transport to other locations. If it is feasible, store one gallon of water per person per day, for drinking and sanitation
Food, at least a three-day supply of non-perishable food
Battery-powered radio and extra batteries
Flashlight and extra batteries
First Aid kit
Whistle to signal for help
Dust or filter masks, readily available in hardware stores, which are rated based on how small a particle they filter
Moist towelettes for sanitation
Wrench or pliers to turn off utilities
Can opener for food (if kit contains canned food)
Plastic sheeting and duct tape to "seal the room"
Garbage bags and plastic ties for personal sanitation

Employee communications

- Who will communicate emergency plans to employees? How?
- In a disaster, how will you communicate with employees?
- Create a list of emergency numbers for all employees.
- Encourage employees to create family communication plans.

 **Business Emergency Plan**

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EMERGENCY CONTACT INFORMATION

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Non-Emergency Police/Fire _____

Insurance Provider _____

For more information, visit www.mady.gov/business or call 1-800-80-READY

Records backup

- Who is responsible for backing up critical records, including payroll and accounting systems?
- Are backup records, site maps, insurance policies, bank account records and other essential information stored both onsite and offsite?

 **Ready Business**
Helping You. Anywhere.

Computer Inventory Form

Open for Business Worksheet
Computer Hardware Inventory

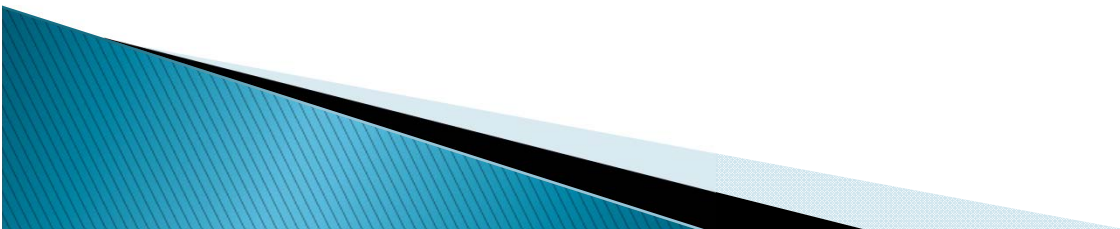
Use this form to:

- * Log your computer hardware serial and model numbers. Attach a copy of your vendor documentation to this document.
- * Record the name of the company from which you purchased or leased this equipment and the contact name to notify for your computer repair.
- * Record the name of the company that provides repair and support for your computer hardware.

Make additional copies as needed.
Keep one copy of this list in a secure place on your premises and another in an off-site location.

HARDWARE INVENTORY LIST

<small>Hardware (CPU, Monitor, Printer, Keyboard, Mouse)</small>	<small>Hardware Size, RAM & CPU Capacity</small>	<small>Model Purchased</small>	<small>Serial Number</small>	<small>Date Purchased</small>	<small>Cost</small>



Annual review

- Mark a date each year to review and update your plan.
- Practice the plan several times a year.
- Incorporate key messages in new employee orientation.
- Encourage employees to prepare themselves and their families by getting a home emergency supply kit, creating a family emergency plan, and staying informed.



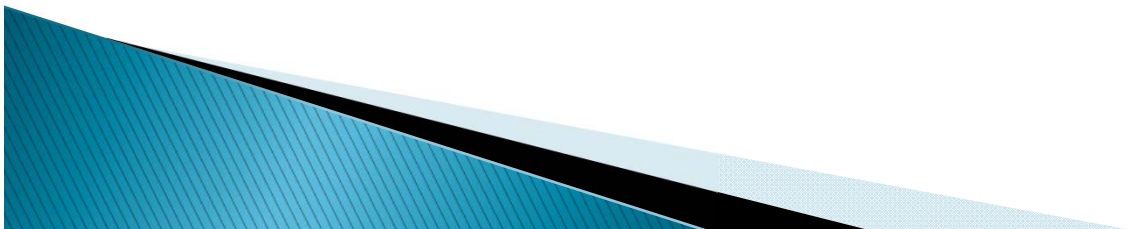
Get prepared and involved

- Share your plan and procedures with employees, customers and others. Encourage them to prepare.
- Spread the word among your industry, vendors, supply chain, professional associations and customers.
- Become a National Preparedness Month Coalition member.



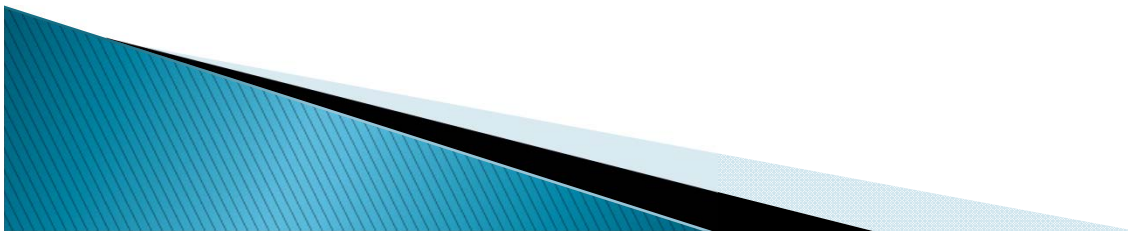
Community resilience includes:

- **Linking public & private infrastructure performance & interests (including job creation/retention) to resilience goals;**
- **Improving and strengthening public and private infrastructure and essential services for both businesses and residents;**



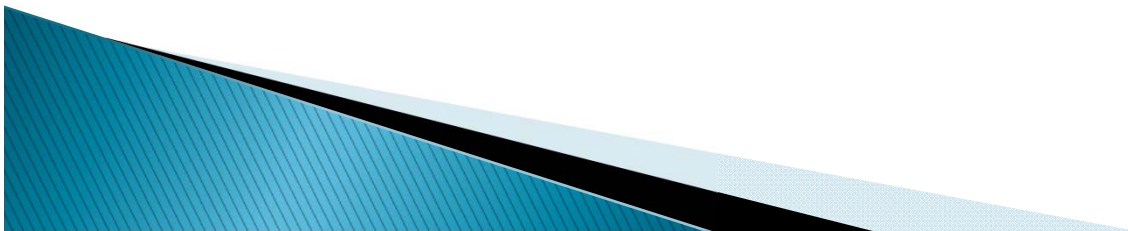
Community resilience includes:

- **Communicating economic risks and strengthening the link between community resilience & economic development**



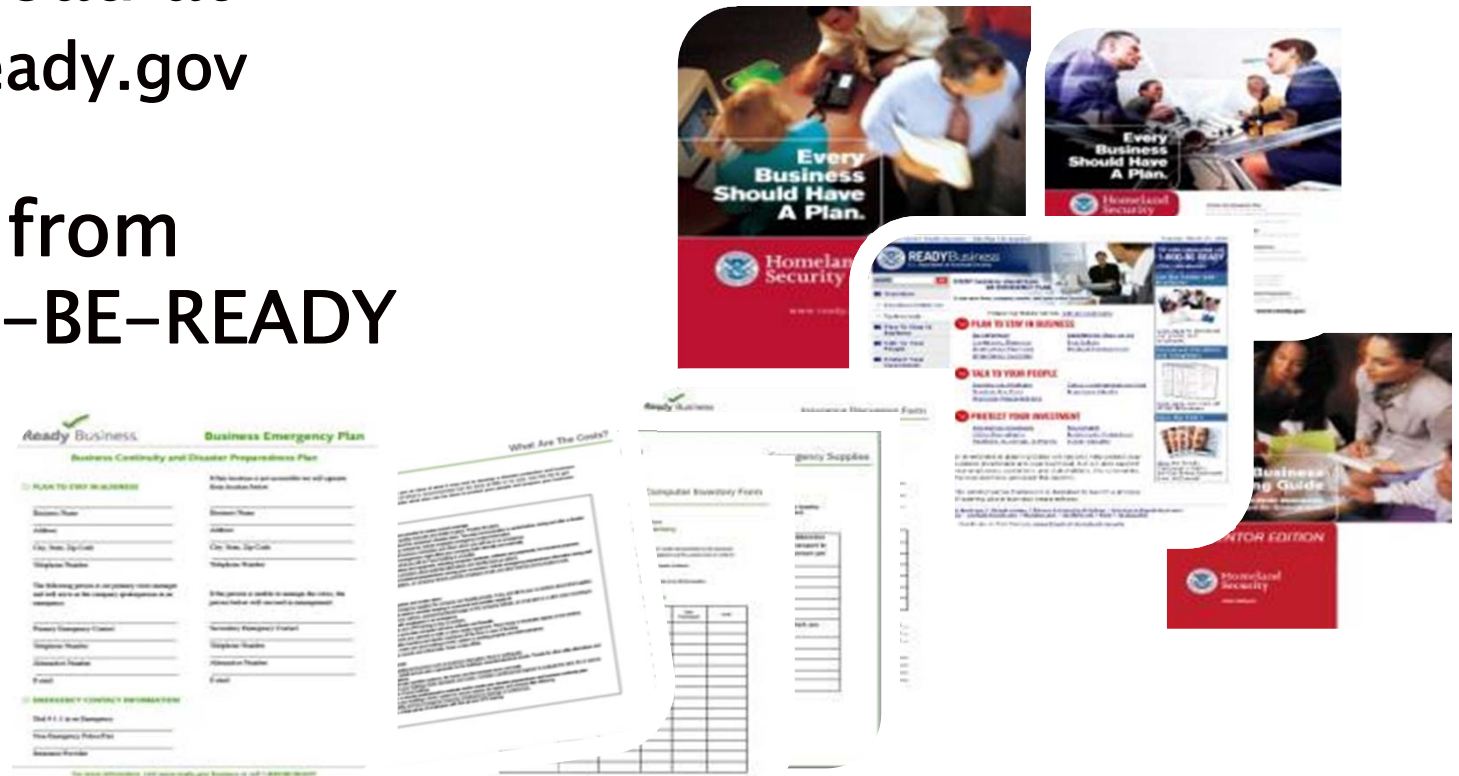
Community resilience includes:

- Organizing communities, neighborhoods, businesses, and families to work together and prepare for disasters;



Ready Business resources for employers

- Download at www.ready.gov
- Order from 1-800-BE-READY

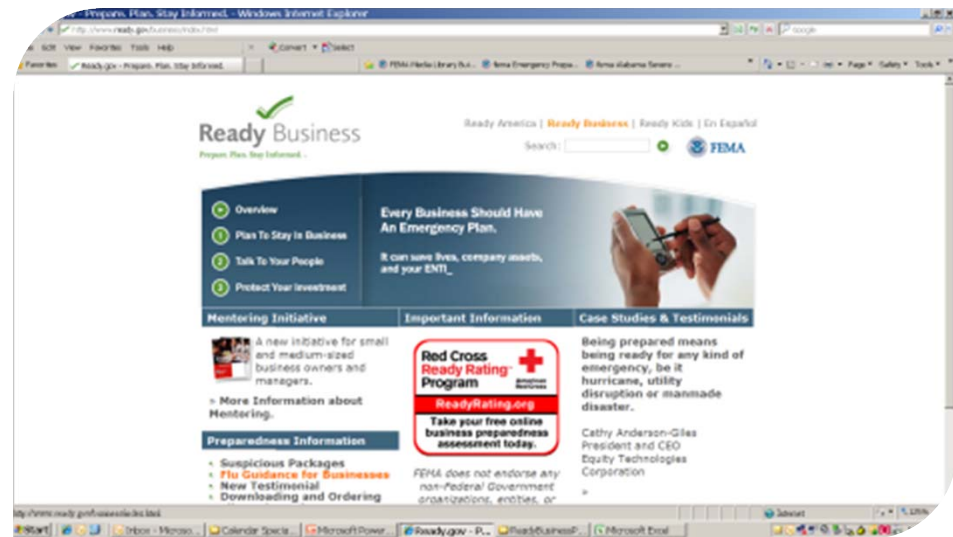


Ready America resources for employees

Encourage employees and their families to prepare.

www.ready.gov

1-800-BE-READY



This presentation was adapted from the Extension Disaster Network (EDEN) Ready Business Course.
www.eden.lsu.edu