

## THE OTHER SIDE OF THE EMERGENCY

FEMSA Annual Meeting  
Baltimore 2015



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Commissioner-Virgil Fire District  
Deputy Fire Coordinator- Cortland  
Director of Risk Management  
Emergency Services Insurance  
Program.

Past Chief of Cortlandville Fire Department  
Director National FARMEDIC Training Program  
NFPA 1026 – Incident Command Pro-Qual  
NFPA 1035- Public Fire Service Educator



### TAKING CARE OF BUSINESS



### UPHILL SIDE OF AN EMERGENCY



### DOWNHILL SIDE OF AN EMERGENCY



### WAKE UP CALL

Nearly 60% of all small businesses never reopen their doors following a disaster



### WHAT IS YOUR PLAN FOR A DISASTER?



### WHAT IS YOUR PLAN?

Disaster Recovery Plan



### LOOKING FOR A SIGN THAT YOU NEED ONE?



## BUILD A DISASTER RECOVERY TOOL KIT



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## KEYS TO A SUCCESSFUL PROGRAM

Education  
Planning  
Testing  
Disaster assistance



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## HOW DO WE BUILD A PLAN?



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## PLANS SHOULD INCLUDE

- Who
- What
- Where
- When
- How



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## PLANS MUST INCLUDE

Facilities  
Customers  
Workers  
Business Information  
Computer Equipment  
Communications Infrastructure



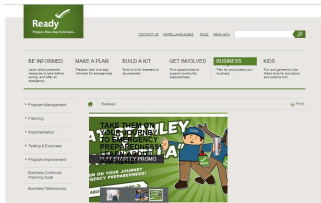
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## HOW DO I BUILD A PLAN?



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## GOVERNMENT HELP



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## PRIVATE OPTIONS



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## INSURANCE PROVIDER



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## BUILD YOUR OWN PLAN



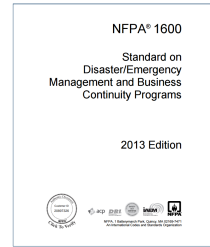
## OK GREAT.....BUT WHERE DO I START?

Where do you customers go for guidance when they are looking to buy something?

What NFPA standard to buy a firetruck?  
What NFPA standard for turnout gear?  
What NFPA standard for firefighter qualifications?

What NFPA standard for disaster planning?

## NFPA 1600



## CHAPTER 1 ADMINISTRATION

1.1\* Scope. This standard shall establish a common set of criteria for all hazards disaster/emergency management and business continuity programs, hereinafter referred to as "the program."

1.2\* Purpose. This standard provides the fundamental criteria to develop, implement, assess, and maintain the program for prevention, mitigation, preparedness, response, continuity, and recovery.

1.3\* Application. This document shall apply to public, not-for profit, and nongovernmental organizations (NGOs) and to private entities.

## CHAPTER 4 PROGRAM MANAGEMENT

4.1\* Leadership and Commitment.

4.1.1 The entity leadership shall demonstrate commitment to the program to prevent, mitigate the consequences of, prepare for, respond to, maintain continuity during, and recover from incidents.

4.1.2 The leadership commitment shall include the following: (1) Support the development, implementation, and maintenance of the program (2) Provide necessary resources to support the program (3) Ensure the program is reviewed and evaluated as needed to ensure program effectiveness (4) Support corrective action to address program deficiencies

4.1.3 The entity shall adhere to policies, execute plans, and follow procedures developed to support the program.

## MANAGEMENT SUCCESSION PLAN

Do we have someone off premise?



## WHO ARE THE PLAYERS?

4.2\* Program Coordinator. The program coordinator shall be appointed by the entity's leadership and authorized to develop, implement, administer, evaluate, and maintain the program.

4.3 Program Committee.

4.3.1\* A program committee shall be established by the entity in accordance with its policy.

4.3.2 The program committee shall provide input and/or assist in the coordination of the preparation, development, implementation, evaluation, and maintenance of the program.

4.3.3\* The program committee shall include the program coordinator and others who have the expertise, the knowledge of the entity, and the capability to identify resources from all key functional areas within the entity and shall solicit applicable external representation.

## WHO SHOULD HELP DEVELOP YOUR PLAN?

Include workers from all levels of your operation



## FOCUS ON EXPERTISE IN DAILY FUNCTIONS



**TECHNICAL SKILLS ARE IMPORTANT**

Information technology is key



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**IDENTIFY PARTNERS AND RESOURCES**


Local emergency responders  
Local emergency manager  
Local infrastructure representatives



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**HOW DO WE PAY FOR IT?**

4.6.3 Procedures shall be created and maintained for expediting fiscal decisions in accordance with established authorization levels, accounting principles, governance requirements, and fiscal policy.



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**NFPA 1600 - RECORDS MANAGEMENT**


4.7.1 The entity shall develop, implement, and manage a records management program to ensure that records are available to the entity following an incident.

4.7.2 The program shall include the following:

- (1) Identification of records (hard copy or electronic) vital to continue the operations of the entity
- (2) Backup of records on a frequency necessary to meet program goals and objectives
- (3) Validation of the integrity of records backup
- (4) Implementation of procedures to store, retrieve, and recover records onsite or offsite
- (5) Protection of records
- (6) Implementation of a record review process
- (7) Procedures coordinating records access

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**BACK UP THE BUS**



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**HOW AND WHERE ARE ITEMS BACKED UP?**

Tapes and discs  
External hard drive  
Cloud services

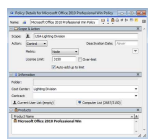


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**HOW DO I USE A BACKUP?**

Computer  
Software

Do I have the license?  
Is it the proper version?  
Is anything else required?  
Are there passwords?



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**NFPA 1600 CHAPTER 5 PLANNING**

5.1.1\* The program shall follow a planning process that develops strategies, plans, and required capabilities to execute the program.

5.1.2 Strategic planning shall define the entity's vision, mission, and goals of the program.

5.1.3 A risk assessment and a business impact analysis (BIA) shall develop information to prepare prevention and mitigation strategies.

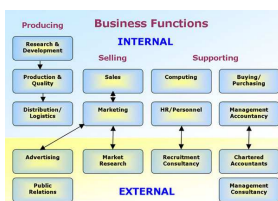
5.1.4 A risk assessment, a BIA, and a resource needs assessment shall develop information to prepare emergency operations/ response, crisis communications, continuity, and recovery plans.

5.1.5 Crisis management planning shall address issues that threaten the strategic, reputational, and intangible elements of the entity

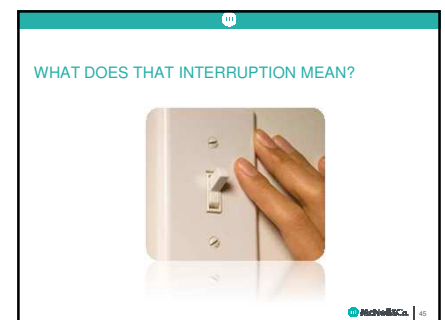
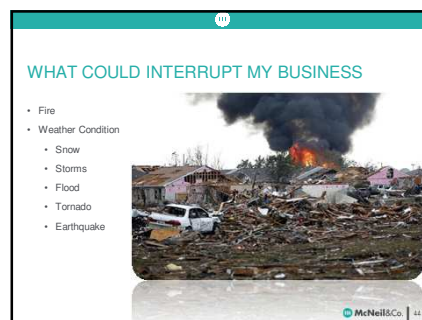
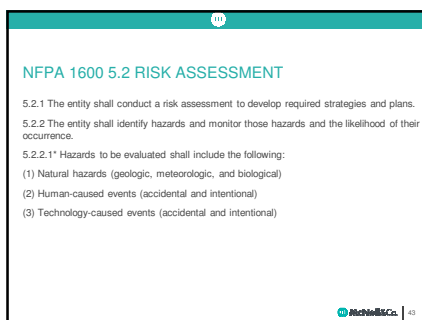
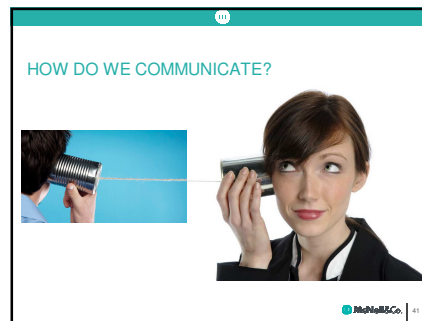
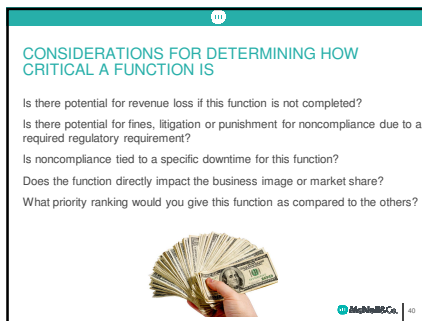
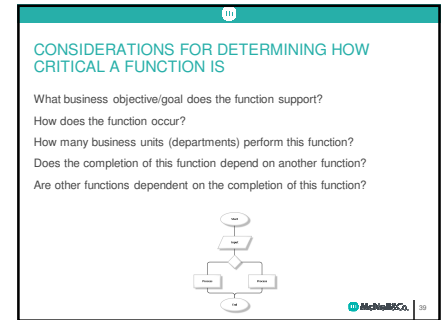
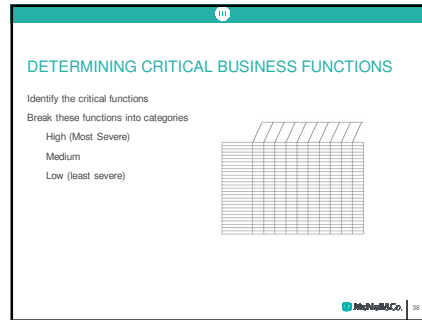
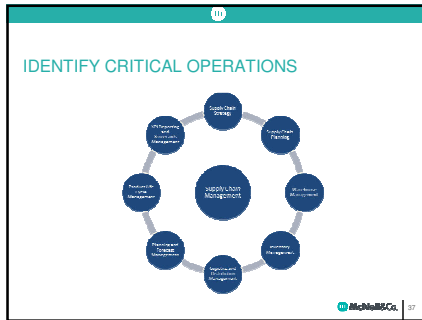
5.1.6 The entity shall include key stakeholders in the planning process.

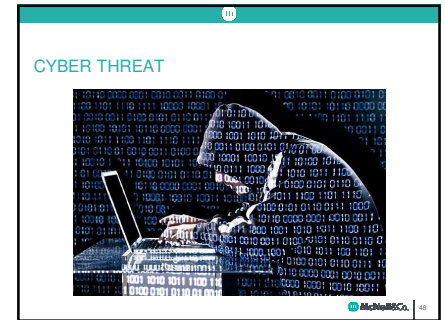
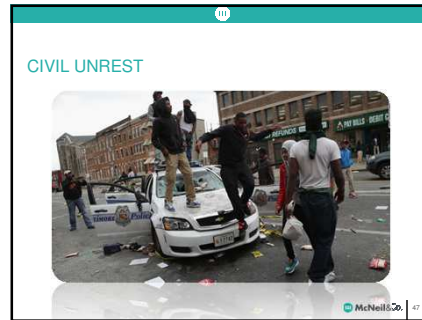
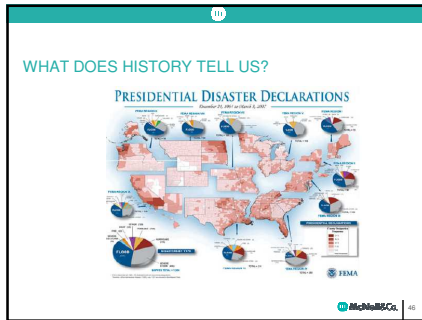
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**CAREFULLY ASSESS HOW YOUR COMPANY FUNCTIONS**



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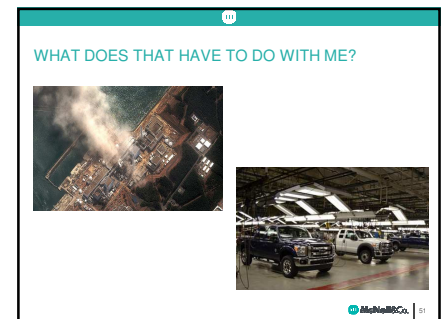
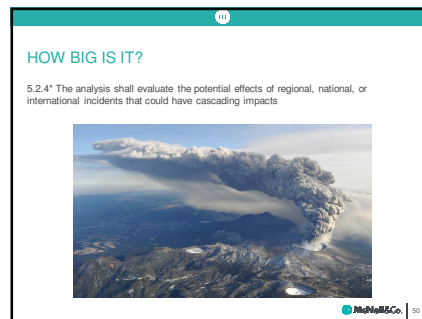


IMPACT ANALYSIS

5.2.3 The entity shall conduct an analysis of the impacts of the hazards identified in 5.2.2 on the following:

- (1) Health and safety of persons in the affected area
- (2) Health and safety of personnel responding to the incident
- (3) Continuity of operations
- (4) Property, facilities, assets, and critical infrastructure
- (5) Delivery of the entity's services
- (6) Supply chain
- (7) Environment
- (8) Economic and financial conditions
- (9) Regulatory and contractual obligations
- (10) Reputation of or confidence in the entity

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GLOBAL ECONOMY

Anonymous

It's fascinating watching the spirals of the global economy ebb and flow due to a natural disaster on the other side of the world. 50 years ago, this would have been a Japanese disaster. In today's world, we all feel it in many ways. There are good and bad points as with anything, but there are lessons to be learned. We are One World already, or have we always been?

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5.3\* BUSINESS IMPACT ANALYSIS.

5.3.1 The entity shall conduct a BIA.

5.3.2 The BIA shall evaluate the potential impact resulting from interruption or disruption of individual functions, processes, and applications.

5.3.3 The BIA shall identify those functions, processes, infrastructure, systems, and applications that are critical to the entity and the point in time [recovery time objective (RTO)] when the impact of the interruption or disruption becomes unacceptable to the entity

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WHERE CAN I RUN MY BUSINESS FROM?

Another building

Rented office space

Home

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## PLAN WITH OTHERS

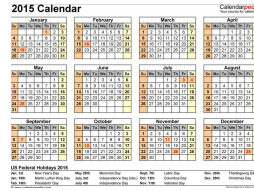
Suppliers  
Shippers  
Other business partners



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## REVIEW YOUR PLAN ANNUALLY



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## TESTING AND EXERCISE

Test and evaluate your plan  
Define different types of exercises  
Learn how to conduct exercises  
Use exercise results to evaluate the efficiency of the plan

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**PREPARE MY BUSINESS**

### TABLE TOP EXERCISE

Table top exercises are conducted in a meeting room with participants seated around a table. The exercise is designed to test the plan and identify areas for improvement. The exercise is conducted by a facilitator who asks questions and guides the discussion. The exercise is a good way to test the plan and identify areas for improvement.

Item	Comments
1. Review the plan and identify areas for improvement.	
2. Discuss the plan and identify areas for improvement.	
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## PROGRAM IMPROVEMENT

Utilize the review to make changes and improvements



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## RISK ASSESSMENT

**PREPARE MY BUSINESS**

### RISK ASSESSMENT

Risk assessment is a process of identifying, analyzing, and evaluating risks. It is a key component of risk management. The risk assessment process involves identifying risks, assessing their likelihood and impact, and developing strategies to manage them. The risk assessment process is a continuous process that should be updated regularly.

Risk	Impact	Frequency	Control
1. Risk of fire	High	Low	Fire extinguishers, smoke detectors
2. Risk of theft	Medium	Medium	Security cameras, alarm system
3. Risk of equipment failure	Medium	Medium	Regular maintenance, backup equipment
4. Risk of data loss	High	Low	Backup, disaster recovery plan
5. Risk of cyber attack	High	Medium	Firewall, antivirus software
6. Risk of natural disaster	High	Low	Insurance, disaster recovery plan
7. Risk of human error	Medium	Medium	Training, clear procedures
8. Risk of supply chain disruption	Medium	Medium	Diversification, inventory management
9. Risk of regulatory changes	Medium	Medium	Monitoring, compliance training
10. Risk of reputational damage	Medium	Medium	Clear communication, crisis management plan

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## VENDOR ASSESSMENT

**PREPARE MY BUSINESS**

### VENDOR ASSESSMENT

Vendor assessment is a process of evaluating the performance of vendors. It is a key component of vendor management. The vendor assessment process involves identifying vendors, assessing their performance, and developing strategies to manage them. The vendor assessment process is a continuous process that should be updated regularly.

Vendor	Performance	Control
1. Vendor A	High	Regular communication, clear contracts
2. Vendor B	Medium	Regular communication, clear contracts
3. Vendor C	Low	Regular communication, clear contracts
4. Vendor D	High	Regular communication, clear contracts
5. Vendor E	Medium	Regular communication, clear contracts
6. Vendor F	Low	Regular communication, clear contracts
7. Vendor G	High	Regular communication, clear contracts
8. Vendor H	Medium	Regular communication, clear contracts
9. Vendor I	Low	Regular communication, clear contracts
10. Vendor J	High	Regular communication, clear contracts

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## EMERGENCY COMMUNICATIONS

**PREPARE MY BUSINESS**

### EMERGENCY COMMUNICATIONS

Emergency communications is a process of identifying, analyzing, and evaluating risks. It is a key component of risk management. The emergency communications process involves identifying risks, assessing their likelihood and impact, and developing strategies to manage them. The emergency communications process is a continuous process that should be updated regularly.


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THANK YOU!



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