

# If Disaster Strikes Would it Kill Your Business

A series of classes designed to integrate emergency planning into everyday business and community development

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International Association of Emergency Managers-Public/Private Partnership Caucus- Active Member

# Program Design

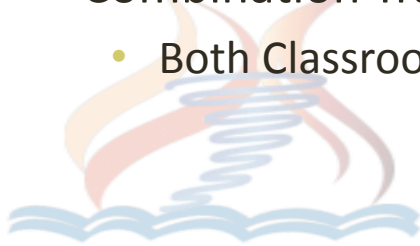
- What is it?
  - It is a three part series of classes designed for trade groups, chambers of commerce, community planners and developers
  - Integrates small businesses with resources in their communities
  - Takes a holistic view of community planning
    - Individuals
    - Government
    - Commerce/Business (including faith-based and NGO's)
    - Educational resources
  - Introduces resiliency
  - Integrates emergency planning into everyday management concepts

# Program Benefits

- Introduces resilience into business communities
- Shared-cost program
  - Can be run by:
    - Chambers of Commerce
    - Trade Groups (Management Training Programs)
    - Urban/Community planners developers
    - Realtor Associations
    - Government Agencies
- Designed to reduce financial burden for the communities and insurance companies in a disaster by incorporating emergency planning into everyday management programs

# Program Benefits

- Can be presented on several platforms
  - Classroom Training
  - On-Line Classes
  - Combination Training
    - Both Classroom and Online
- Each class is 30 minutes in length
  - Can be augmented with training exercises integrating the concepts presented



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# Program Use

- The program was originally designed as a keynote address for a trade group
- It is currently a part of their management training program



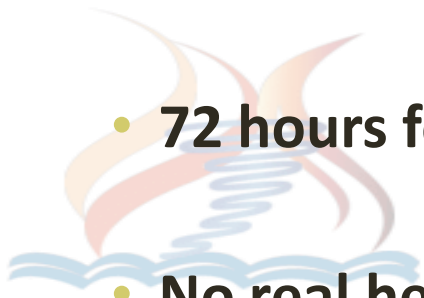
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# Program Outline

- Section 1:
  - **Introduction**
  - **What is emergency planning?**
    - **Not to prevent the disaster**
    - **Resilience to prevent the impact**
    - **Understanding Emergency vs Continuity planning**
  - **Some examples**
    - **NYC/Sandy (use our examples)**
    - **Katrina**

# Program Outline

- Section 2
  - **Small Business Resilience**
    - **SBA loans- 6 weeks to set up shop (on average)**
    - **72 hours for recovery**
    - **No real help from FEMA initially**
  - **Discuss basic planning issues**
  - **Importance of not planning in a vacuum**



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# Program Outline

- **Section 3:**
  - **Emergency Planning Components**
  - **Components of the plan**
  - **Contacts**
  - **Specific issues to your business**
  - **MOU (Memorandum of understanding issues)**





# Sample Slides from section 1

## ✘ Planning for small businesses

- + Part of a community

- + Generally not self-sustainable

  - ✘ Usually rely on outside resources

  - ✘ Geographically isolated

  - ✘ Very specific equipment that may not be easily replaceable

# Sample Slides from section 1

## ✘ Emergency Planning

- + Not designed to prevent the disaster

- ✘ It is impossible to foresee all circumstances



- + Designed to prevent the impact

- ✘ One can not prevent a natural disaster but how well you plan will determine how heavy the impact will be

# Sample Slides from section 2

## ✘ Small Business Resilience

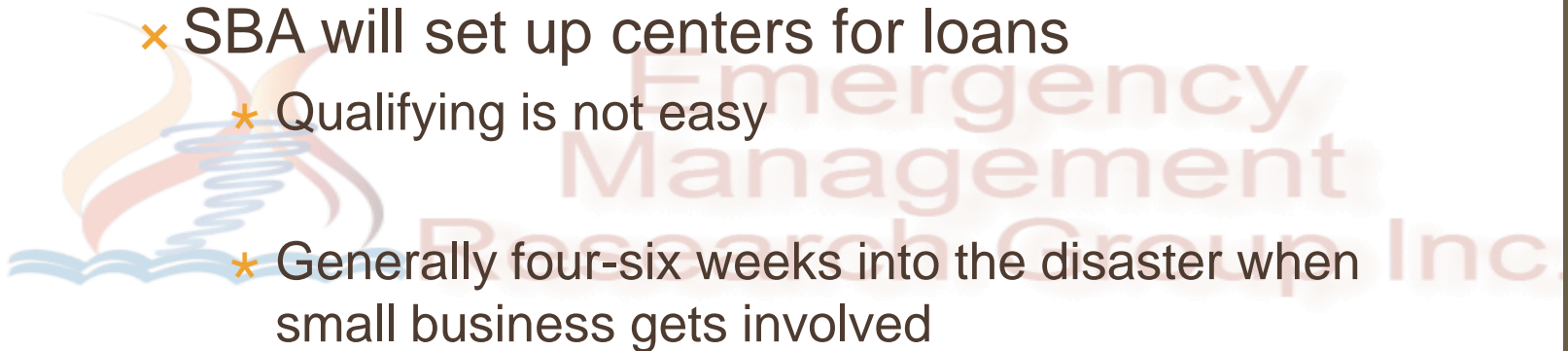
### + Why is it important

- ✘ SBA will set up centers for loans

- ✘ Qualifying is not easy

- ✘ Generally four-six weeks into the disaster when small business gets involved

- ✘ It is still a loan



# Sample Slides from section 2

- ✘ Businesses generally begin to fail after 72 hours

- ✘ Ask yourself

- + Can you go at least six weeks without income?

- + Will your employees remain loyal?

- + Will your customers remain loyal?

# Sample Slides from section 2

- ✘ Average business needs \$5000
- ✘ Bridge loan concept (SBA is currently set up but it takes six weeks)
  - + How much can you afford to borrow
- ✘ Pre-filled out paperwork/approvals
  - + Copies of relevant paperwork in a safe and secure place

# Sample Slides from section 3

- ✘ Emergency Planning Components
  
- ✘ Step 1: Gather together stakeholders
  - + Stakeholders should be knowledgeable about day to day operations
    - ✘ Include maintenance workers, security, employees on the line as well as decision makers
      - ★ They may have simple things such as keys to doors and other details that often get overlooked
    - ✘ DO NOT just include high level supervisors!!!

# Sample Slides from section 3

- ✘ Step 2: Make contacts
- ✘ Contact your local emergency management office
- ✘ Contact other businesses in the area
  - + Chamber of commerce
  - + Try to develop a plan that uses local resources to help each other

# Sample Slides from section 3

- ✘ Get back to business as soon as possible
  - + Sell what you can
  - + Honor contracts as much as you can or call customers to let them know you can't
  - + Prepare strong continuity plans
    - ✘ Labor shortage
      - ✘ Management
      - ✘ Skilled labor



# Who Are We?

- Emergency Management Research Group Inc.
  - A small research and development firm dedicated to designing programs to integrate small business into public-private partnership programs and private industry preparedness
- Jacob Dickman MSc
  - Doctoral Student in Emergency Management at Capella University
  - Masters of Science in Threat and Response Management from The University of Chicago
  - Presented programs on collaborative governance, emergency preparedness for children, and emergency preparedness for small business at several trade shows, as well as public sector and private sector conferences
  - Peer-Reviewed many manuscripts for the Journal of Emergency Management in the double-blind Peer-Review format
  - Active member-International Association of Emergency Management Public/Private Partnership Caucus

# Who Are We?

- Contact Information
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