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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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
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
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
Program Outline

• Section 3:
  • Emergency Planning Components
  • Components of the plan
  • Contacts
  • Specific issues to your business
  • MOU (Memorandum of understanding issues)
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 cannot 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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