



Helping Businesses Grow & Succeed
Before, During and After a Disaster



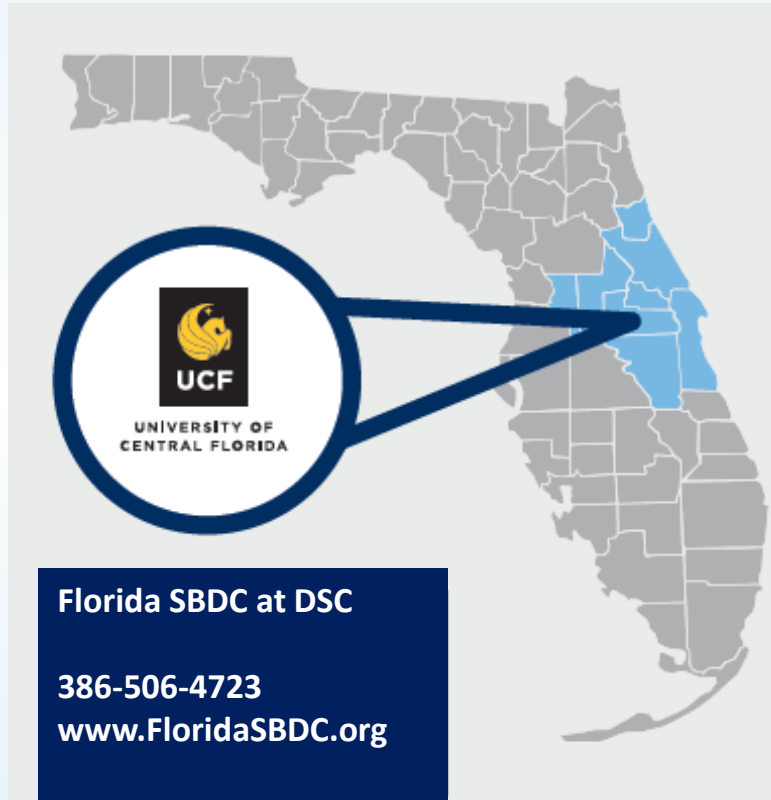
Disaster Preparedness & Business Continuity

About Us



- Member of Florida SBDC Network
- Established in 1976
- Nationally Accredited
- Funded in part by the U.S. SBA
- Regional Office University of Central Florida and Hosted by Daytona State College (Volusia County)

Helping Businesses Grow & Succeed



A map of Florida is shown with a blue callout bubble pointing to the University of Central Florida (UCF) logo. The logo features a yellow stylized bird icon above the letters 'UCF' and the text 'UNIVERSITY OF CENTRAL FLORIDA' below it. A dark blue box at the bottom of the callout contains contact information.

Florida SBDC at DSC

386-506-4723
www.FloridaSBDC.org

Hosted by



Our Services

Business Consulting | One-on-One

Training Seminars & Special Programs

Business Data & Information

*** Unlimited at No Charge**



DON'T LET YOUR BUSINESS BECOME A STATISTIC

40% of all businesses that close
following a disaster never reopen



We Are Here to Help

Visit us online or contact your
local office and get started today.

→ FloridaSBDC.org

Business Disaster Hotline
850.898.3489 or
Disaster@FloridaSBDC.org



Business Continuation Services Ensuring Florida is Open for Business

Florida businesses can find the education, training, and assistance needed to prepare for and recover from natural and man-made disasters through the Florida SBDC Network's Business Continuation Services.

How We Can Help

Business Continuity, Emergency Preparedness, and Disaster Recovery Plans

Research shows that 40 percent of businesses that close following a disaster never reopen. Don't let your business become a statistic. Every business owner should have a plan in place to help minimize loss and increase survivability should a disaster or business interruption occur. Our professionally certified business consultants can help you develop a plan tailored for your business.

Disaster Loan Assistance

In the event of a disaster, Florida SBDC business consultants, many of whom are Disaster Recovery Institute (DRI) Certified Business Continuity Professionals, help affected businesses prepare disaster loan applications. At no cost, our specialists can help you apply for the following: Florida Small Business Bridge Loan Program, U.S. Small Business Administration (SBA) Business Physical Disaster Loans, and SBA Economic Injury Disaster Loans (EIDL).

On-Site Recovery Assistance

The Florida SBDC will also deploy its Mobile Assistance Centers (MAC)—two 38-foot RVs equipped with laptops, printers, satellite communication, and more—into communities for affected businesses to receive on-site assistance. As a principal responder in the state's Emergency Support Function (ESF) 18 for Business, Industry & Economic Stabilization, the MACs provide an on-the-scene workspace for our consultants to assist impacted businesses with preparing disaster loan applications and other post-disaster challenges.

Training

The Florida SBDC provides online and in-person educational training on disaster preparedness, tips, and resources.

Disaster Assistance App

As part of its service offering, the Florida SBDC offers Bizaster, a free mobile disaster assistance app. Bizaster, available in both English and Spanish for Android and iOS, features risk assessments, customizable checklists, and other resources to help businesses prepare, respond, and recover from natural and man-made disasters. Bizaster can be downloaded from the App Store or via Google Play.

The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.

**State Designated as Florida's Principal Provider
of Business Assistance (288.001, Fla. Stat.)**



Helping Businesses Grow & Succeed



Agenda: Disaster Preparedness & Business Continuity Planning

- Types of Disasters
- Impact of a Disaster on Small Business
- Is Your Business Ready?
- 5 R's of Disaster (Readiness, Response, Recovery, Rebuild, Resiliency)
- Readiness: Begins with a Plan
- Continuity Planning: Why?
- Planning Resources



Do You Know What to Do When a Disaster Strikes?

How you approach disaster recovery can determine whether your business will ever be able to recover from a disaster event.



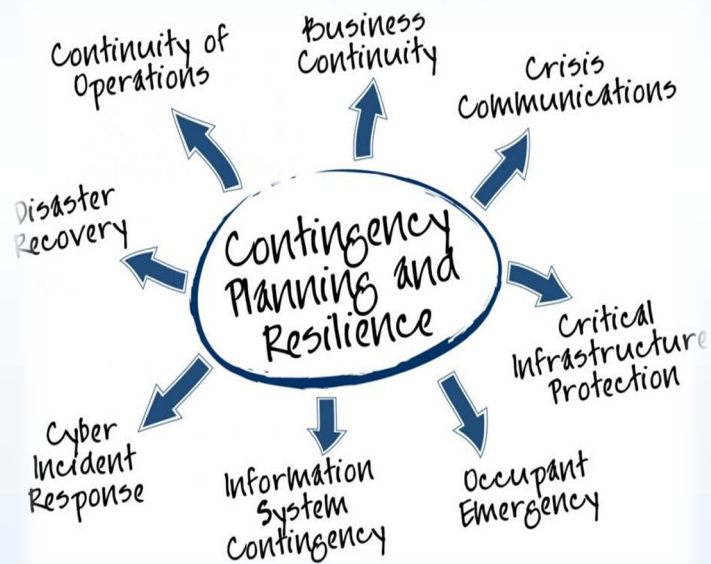
When a Disaster Strikes...



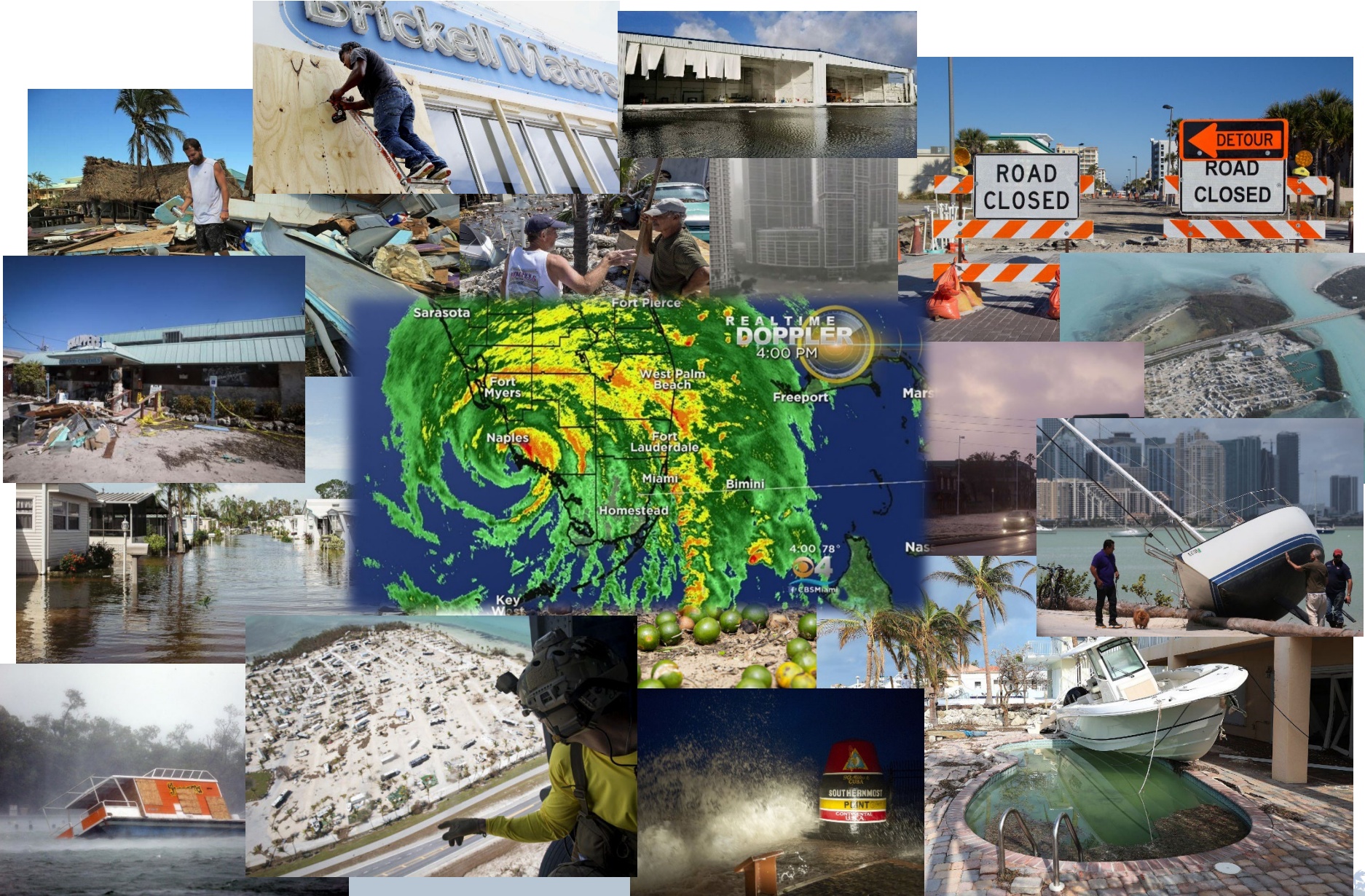
100%

fail for one reason...

– Lack of Preparation



Hurricanes & Tropical Storms



Types of Disasters

Natural Disasters

- Agricultural diseases & pests
- Damaging Winds
- Drought and water shortage
- Emergency diseases
 - pandemic influenza, zika
- Floods and flash floods
- Hurricanes and tropical storms
- Landslides & debris flow
- Sinkholes
- Thunderstorms and lightning
- Tornadoes
- Wildfire

Man-Made Disasters

- Hazardous materials
- Power service disruption & blackout
- Nuclear power plant and nuclear blast
- Radiological emergencies
- Chemical threat and biological weapons
- Cyber attacks
- Explosion
- Civil unrest



Impact of a Disaster on Small Business

- FEMA estimates that almost **40%** of small businesses that close after a disaster never reopen their doors because just a few inches of water can cause tens of thousands of dollars in damage.
- Insurance Institute for Business & Home Safety (IBHS) and U.S. Small Business Administration (SBA) estimate that while one in four businesses can expect to experience a disruptive disaster, approximately **60%** of those businesses do not have a basic emergency response plan.
- Without a plan, IBHS and SBA estimate that **75%** of the impacted businesses will fail within three years of the incident.



Is Your Business Ready?

Whether the disaster is a simple power outage, road construction, flooding, or a more large-scale incident, it will impact your daily operations and jeopardize the future of your entire business.



5 R's of Disaster

- **Readiness**
 - Focuses on understanding how a **disaster might impact** when it occurs.
- **Response**
 - Address the **immediate threat** presented by an imminent disaster.
- **Recovery**
 - Ability to **return business to operating status** quickly.
- **Rebuild**
 - Purposeful strategic planning and action that **restores pre-disaster profitability and fosters growth**.
- **Resiliency**
 - Involves steps to **reduce vulnerability** to disaster impacts through continuity planning.



Readiness: Begins With a Plan

Does your business have a Business Continuity Plan?

- Readiness is your business's ability to respond and continue essential operations following a continuity event.
- Disasters can cost businesses a great deal in **lost productivity, decreased customer confidence, and decreased finances**. According to the Institute for Business and Home Safety, incidents like this could cost small businesses about \$3,000 per day.
- Almost 2/3 of businesses (62%) responded that they do not have an emergency plan on the books for their business (Ad Council survey)



Continuity Plan: Why?

Business Continuity Planning Is Good for Business

Can be a **competitive advantage** over competition.

- Insurance is only a partial solution.
 - Insurance cannot replace lost customers, nor can it cover all losses.
- Any significant delays could result in the loss of a customer to a competitor.
- Large customers (big business and government) need to know that **preparedness is important to their suppliers.**



Continuity Planning: Employees

Your Front Line is Your Bottom Line

Can your business function without your most important asset?

- Maintain current employee contact information
- Have up-to-date emergency contacts
- Alternate means of communication
- Identify special skills, certifications, etc.
- First aid, CPR, or military training
- Help employees with personal disaster plans



Continuity Planning: Vendors

Suppliers Can Make or Break You

Can your business function without your suppliers and vendors?

- Maintain current vendor information
- Primary and alternate contacts
- Have alternate supplier(s)
- Do your most important suppliers have a continuity plan – Ask
 - If they don't, how could that affect you?
- Don't forget your banker and accountant!



Continuity Planning: Customers

Without Them, Does It Matter

Can your business survive without customers?

- Identify the likelihood that customers will be present in your business if a disaster occurs.
- Keep communications open with customers
 - (phones, email, website, social media)
- Monitor the Internet and social media to track trending stories.
- Keep a copy of your customer records off-site or in the cloud.
- Have an alternate worksite from which to communicate to customers during recovery.



Continuity Planning – Example

Business Drive-Away Kit: What's That?

- Vital, mission critical records, standard operating procedures, operating orders or regulations, etc. that is not already pre-positioned at the Emergency Relocation Site including, but not limited to, the following:
 - Current Emergency Notification / Key Personnel Lists
 - POC, Fax, Telephone and E-Mail Contact Lists
 - Vendors, Suppliers, Accountant, Banker and Key Customers
 - Important Database Backup Media
 - Identify records vital to perform critical functions
 - Make multiple copies of vital records
 - Store a copy on-site & off-site
 - Utilize multiple media formats
 - Regularly back-up vital records and data
 - Date back-ups or identify new version(s)
 - Test back-up systems
 - Maintain photographic records of inventory, furnishings, fixtures, equipment – important for insurance and SBA.



BUSINESS READY RECORDS-TO-GO

Every business should have a Business Ready "Records-To-Go" box that includes important documents and supplies necessary for business to continue after a disaster. Make sure the box is fire- and waterproof. Some suggested records include:

- Business Continuity, Emergency Preparedness and Disaster Recovery Plan
- Emergency contact list of employees and key customers
- Insurance policies and agent information
- List of suppliers and vendors
- Back-up computer systems and data files
- Bank records

TESTIMONIAL

"The assistance provided in the loan process was unsurpassed. From the immediate notification of its availability from the Florida SBDC and Clay Chamber, to the submission of documentation for review, to the PROMPT approval answer, and finally the issuing of funds. I wish all financial transactions were this pleasant and stress free."

~ Amber Sahbudak, Owner
Ocean Movers, Orange Park

Dare to Prepare

Don't let a disaster interrupt your business.

Protect Your Assets

- ★ Review your current policy with your agent—most policies do not cover flood damage. Understand your deductibles.
- ★ Buy business income interruption and extra expense insurance.
- ★ Inspect and assess the impact of a natural or man-made disaster on your facility.
- ★ Keep a backup copy of your computer operating system, critical software programs and data—explore using an off-site storage center.
- ★ Make a photographic or videotaped record of your inventory. Have a camera ready to take pictures of damage after a disaster.

Support Your Employees

- ★ Assemble an emergency employee contact information form.
- ★ Have a plan to provision quickly for emergency housing for displaced employees.
- ★ Determine how you will meet the immediate needs of your employees, including short-term financial aid.
- ★ Plan for the possibility of security/access for your employees. Will they need badges or security clearances? Be prepared!
- ★ Establish a special phone number for employees to call with a recorded message, an out-of-state message line, designate a contact person or create a calling tree.

Safeguard Your Critical Business Processes

- ★ Create a Business Ready "Records-To-Go" box that includes copies of all important documents and supplies necessary for business to continue after a disaster.
- ★ Develop a business continuity plan that documents the processes critical for your business to operate and meet the needs of key stakeholders.
- ★ Share the plan with your employees and practice it periodically. Revise when necessary to keep it up-to-date.
- ★ Communicate with your key customers to let them know your status in the event of a disaster—check on the status of their business operations.
- ★ Diversify your customer base geographically—if one area is severely impacted by a disaster, it's likely that customers in another area will continue business as usual. Lessen the impact on your bottom line.
- ★ Develop relationships with back-up suppliers before a disaster strikes.
- ★ Talk to your accountant, insurance agent, and banker, along with other professional advisors. Know when and how to access your records—and your money—in the event of a disaster.

Be Business Ready—Contact your local Florida SBDC office for assistance.

→ FloridaSBDC.org



Planning is an Ongoing Process, Not a One-Time Event

- Do not procrastinate
- Conduct tabletop exercises
- Involve key personnel in the organization
- Update your plan regularly and test it repeatedly
- Get help from professionals (SBDC)



Basics to a Smooth(er) Recovery

1. Document Your Damage/Impact
2. Call your Insurance Agent
3. Contact your local SBDC
4. Communicate with Your Customers, Suppliers, and Employees
5. File a Tax Extension (if applicable)
6. Avoid Contractor Fraud/Scams





Before, during and after a disaster, we are there to help protect your small business.

Florida **SBDC**.org

Helping Businesses Grow & Succeed



Planning Resources

U.S. Small Business Administration

www.sba.gov/business-guide/manage-your-business/prepare-emergencies

Florida Department of Economic Opportunity

www.FloridaDisaster.biz

Florida Small Business Development Center

www.FloridaSBDC.org



Questions?

Q&A

Thank you



Helping Businesses Grow & Succeed