

# FEMA Community Preparedness Webinar Series

## *Resources for Business Preparedness*

September 13<sup>th</sup>, 2-3:00 p.m. EDT

### **Presented by:**

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Rating

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Preparedness Division



# FEMA

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*Chief of Standards and Technology Branch  
National Integration Center*



**FEMA**

**Red Cross**  
**Ready Rating™**  
**Program**



**INTRODUCING**  
**READY RATING**

Community Preparedness  
Webinar Series  
September 13, 2010

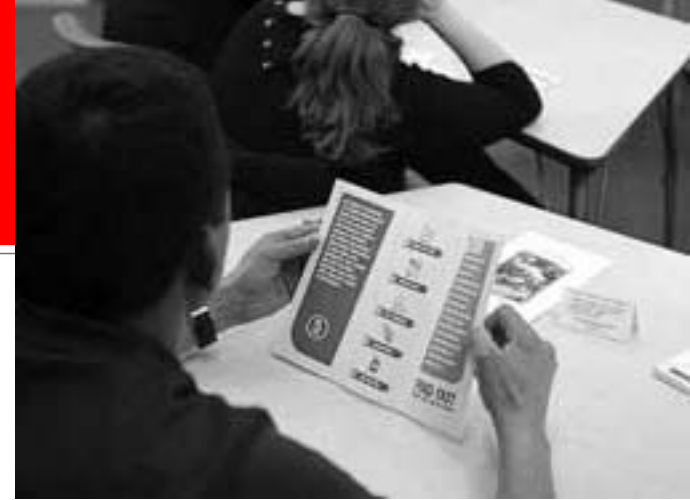
# Red Cross Ready Rating Program



- Provides a cost-free framework for businesses, organizations, and schools to prepare for emergencies
- Makes readiness measurable and visible
- Supplies information and resources
- Maintains confidentiality of all assessments
- Renews membership annually based on improved score

## Five Simple Steps

- 1. Join:** Commit to membership
- 2. Assess:** Conduct a hazard vulnerability assessment
- 3. Plan:** Develop an emergency response plan
- 4. Implement:** Implement your emergency response plan
- 5. Help others:** Help your community get prepared



# Program Components

**1.**

## **Commit to membership in the Red Cross Ready Rating Program.**

- Members indicate intention of steadily improving emergency readiness over a one-year period.
- Members take the Ready Rating Assessment to determine their baseline for preparedness on a 0-123 point scale. All scores are confidential.

### **Sample Actions**

- CEO, principal or sponsoring executive signs Ready Rating Membership Agreement
- Ready Coordinator is appointed by CEO/principal/executive to serve as liaison with the Red Cross



# Program Components

**2.**

## **Conduct a hazard vulnerability assessment.**

- Gather information about possible emergencies that could affect the business and facility's capabilities to respond and recover.

### **Sample Actions**

- Understand threats and assess the possible impact
- Assess the ability of staff to prepare for and respond to a disaster in the workplace and at home
- Identify emergency response resources



# Program Components

**3.**

## Develop an emergency response plan.

- Members create a plan that describes the steps the organization will take to protect people and business interests before, during, and after emergencies.

### Sample Actions

- Establish an emergency planning team
- Develop a continuity of operations plan (COOP) that will help keep the organization functioning during a time of emergency
- Gather and protect records that may be needed in an emergency



# Program Components



**4.**

## **Implement your emergency response plan.**

- Members integrate preparedness as part of their culture.

### **Sample Actions**

- Educate employees on preparedness in the workplace and at home
- Conduct regular evacuation and COOP activation drills
- Acquire and maintain emergency supplies and encourage employees to have their own emergency preparedness kit

# Program Components



## 5. Help your community get prepared.

- Members make one additional commitment to ensure the overall community is prepared for emergencies.

### Sample Actions

- Host blood drives
- Appoint and train employees as national disaster volunteers
- Contribute supplies, services, or facilities to emergency efforts
- Adopt a local school or district and support its preparedness effort



## Ready Rating History

- The program was developed and initially piloted by the American Red Cross Chapter in St. Louis,
- The Red Cross Ready Rating pilot then launched in eight additional cities approximately one year ago.
  - Washington DC
  - Chicago
  - Dallas
  - Los Angeles
  - New Orleans
  - New York City
  - Raleigh, NC
  - San Francisco

Plans for a nationwide rollout are currently being developed

The Institute for Business & Home Safety's



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## Disaster Safety Blog

The Official Weblog of the Institute for Business & Home Safety.

INSURANCE CENTER FOR  
BUILDING SAFETY RESEARCH

OPEN  
for business®

BUSINESS  
CONTINUITY  
PROGRAM

FORTIFIED  
...for safer living.

RESIDENTIAL  
CONSTRUCTION  
PROGRAM

# Why Plan?

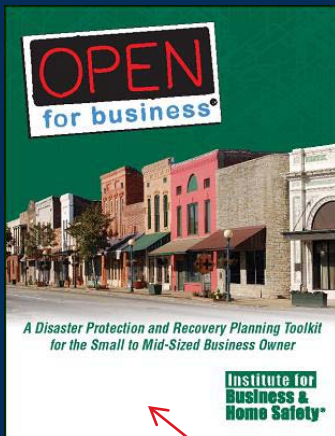
## Disaster Resilience



**“Preparedness is an essential  
element of a resilient and secure Nation.”**

*Presidential Proclamation, September 4, 2009*

[http://www.disastersafety.org/ofb\\_training/](http://www.disastersafety.org/ofb_training/)



# Basics of the Open for Business® Plan

- What could happen?
- How likely is that?
- How serious could it be?
- What would be the impact of the event?



- Critical business functions/work processes
  - order of recovery

THEN



- *Who* do you need?
- What do you need?
- *Where* will you recover from & *what* will you need for the office?



**OPEN**  
for business<sup>®</sup>

*Advanced Track*



*Advanced Track*

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# Who Can Help?



*"A Day Without Business"*  
A Tulsa Business Event  
October 31, 2006  
Downtown Doubletree Hotel

*Program*

RI Sea Grant: Open for Service with 25 social agencies

SC - Open for Business®  
& Open for Service



CODE RED  
Business Continuity Services, LLC

U.S. Small Business Administration  
**SBA**  
Your Small Business Resource

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NEDRIX  
NorthEast Disaster Recovery Information X-Change

- Cranston Chamber of Commerce
- Northern Rhode Island Chamber of Commerce
- Central Rhode Island Chamber of Commerce
- Newport Chamber of Commerce

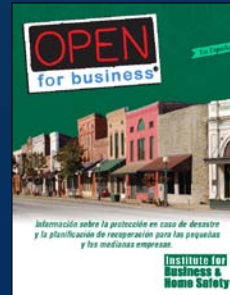
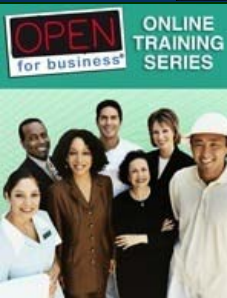
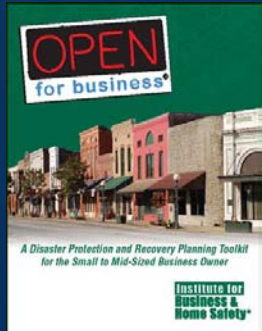


# What is the Motivation?

- **Peace of mind**
- **Protect assets and investment**
- **Protect critical business systems and ability to restore them**
- **Sustain revenue/income**
- **Exercise due diligence to meet legal, regulatory, financial & contractual obligations**
- **Remain competitive**
- **Preserve reputation**

Institute for  
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Home Safety

# IBHS Resources



Diana McClure

[dmcclure@ibhs.org](mailto:dmcclure@ibhs.org)

[http://www.disastersafety.org/ofb\\_training/](http://www.disastersafety.org/ofb_training/)

(617) 879-3145

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# Prepare My Business Program

Bob Boyd, President & CEO, Agility Recovery Solutions



## Agility teamed with the SBA in January, 2010

- Working together to ensure that all businesses, across the United States, have access to preparedness tools and resources
- Raise awareness that every business, regardless of size, needs a business continuity plan
- Three main components of co-sponsorship activity
  - Website ([www.preparemybusiness.org](http://www.preparemybusiness.org))
  - Educational Webinars
  - Business Preparedness Planning Guide & Associated Tools

## Overview



- Simple, online portal provides
  - Real-world, business recovery stories
  - Links to register for educational Webinars and access to archived Webinars for anytime viewing
  - 15 preparedness planning checklists and guides
  - SBA Disaster Assistance Information
  - Importance of recovery plan testing
  - Links to other planning resources including
    - [www.ready.gov](http://www.ready.gov)
    - [www.readyrating.org](http://www.readyrating.org)
    - [www.disastersafety.org](http://www.disastersafety.org)

## Website

**PREPARE MY BUSINESS.org**

Home  
 Planning  
 Education  
 Testing  
 Disaster Assistance

**Business as Usual. No Matter What.**

You've finally achieved your dream. Don't lose it to a power outage, hacker disruption, fire, earthquake or other disaster. If you're not prepared, a disaster could put you and your employees at risk, possibly shutting down your business forever.

Roughly **49 to 50 percent** of small businesses never reopen their doors following a disaster. But you can.

Disaster planning and preparedness can be your lifeline to staying in business. With proper **education, planning, testing and disaster assistance**, you will be able to stay in business through any interruption and beyond.

Small Business Administration - [www.sba.gov](http://www.sba.gov)  
 Agily Recovery Solutions - [www.agilyrecovery.com](http://www.agilyrecovery.com)  
 Ready.gov - [www.ready.gov](http://www.ready.gov)  
 Red Cross Ready Ratings - [www.readyratings.org](http://www.readyratings.org)  
 SBA's Open for Business - [www.sbaopenforbusiness.com](http://www.sbaopenforbusiness.com)

"It was critical that we were able to recover in a timely fashion."  
 Download Video Transcript

"It is critical that small businesses have a disaster preparedness plan in place to put them in a better position to deal with challenges that often come with no notice."  
 -Karen G. Mills  
 Administrator, U.S. Small Business Administration

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SBA and Agily Recovery Solutions are working together to encourage all small businesses to have a recovery plan in place. SBA's programs and services are targeted specifically to small businesses. Agily Recovery Solutions offers testable, turn-key disaster recovery solutions and business continuity services for small and mid-size businesses. Working together, SBA and Agily can educate all businesses on the importance of recovery planning to remain open to service the needs of all communities.

SBA's participation in the co-sponsorship is not an endorsement of the views, opinions, products or services of any co-sponsor or other person or entity. All SBA programs, services and co-sponsored activities are extended to the public on a non-discriminatory basis. Neither SBA, nor the United States Government, nor any of their employees, makes any warranty, express or implied, including warranties of merchantability and fitness for a particular purpose, or assumes any legal liability for the accuracy, completeness, or usefulness of any information from this server or the links to other servers.

Co-sponsorship Authorization #10-2115-16

- Prepare My Business offers free, monthly Webinars focusing on relevant business continuity topics
  - Maintains top-of-mind awareness of the importance of business continuity planning
  - Educates small businesses on available resources to develop a customized business preparedness plan
- Continuing educational component of business continuity planning is unique to Prepare My Business
- September Webinars in conjunction with National Preparedness Month

## Educational Webinars





- 10 Steps to Business Preparedness (June 22)
- Testing Your Recovery Plan (July 27)
- Understanding Disaster Assistance with the SBA (August 24)
- Identifying Critical Business Functions
- Crisis Leadership
- Supply Chain Management
- Network Recovery
- Conducting a Business Continuity Audit

## Scheduled Webinar Topics



- Provide planning steps specific to small & medium sized businesses will be available for download at [www.preparemybusiness.org](http://www.preparemybusiness.org)
- Pocket Planning Guides will be available at industry trade shows attended by the SBA and/or Agility Recovery Solutions
- Will be available before October 1, 2010.

## Business Preparedness Planning Guide

PREPARE  
**MY**  
BUSINESS.org

U.S. Small Business Administration  
**SBA**  
Your Small Business Resource

 Agility Recovery

# Questions?

Bob Boyd, President & CEO, Agility Recovery Solutions





## *Resources for Business Preparedness*

<http://www.citizencorps.gov/ready/businesspreparedness.shtm>

Resources including guidance and tools for business preparedness education, training, peer or expert mentoring, and/or self-assessment.



**FEMA**

# Resources for Business Preparedness

## Programs Sponsored by Federal Agencies

### Standards

- **Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)**

<http://www.fema.gov/privatesector/preparedness/>

### Programs

- Ready Business (FEMA)  
[www.ready.gov](http://www.ready.gov)
- Prepare My Business (SBA)  
[www.preparemybusiness.org](http://www.preparemybusiness.org)
- Pandemic Preparedness for Business (CDC)  
[www.flu.gov](http://www.flu.gov)
- READYBusiness (USDA, Education Disaster Education Network EDEN)  
[www.eden.lsu.edu/EDENCourses/Pages/default.aspx](http://www.eden.lsu.edu/EDENCourses/Pages/default.aspx)

# Resources for Business Preparedness

## National Programs Sponsored by Non-Profit Organizations

- American Red Cross Ready Rating <sup>TM</sup>  
[www.readyrating.org](http://www.readyrating.org)
- Institute for Business and Home Safety Open for Business<sup>®</sup>  
[www.disastersafety.org](http://www.disastersafety.org)

## Non-Profit Associations with Resources for Business Continuity Professionals and Practice

- Association of Contingency Planners (ACP)  
[www.acp-international.com](http://www.acp-international.com)
- DRI International  
[www.drii.org](http://www.drii.org)
- International Consortium for Organizational Resilience  
[www.theicor.org](http://www.theicor.org)

# Resources for Business Preparedness

## Programs sponsored by State Governments

- Alabama, Be Ready Alabama  
[www.readyalabama.org](http://www.readyalabama.org)
- Florida  
[www.floridadisaster.org/DEMBusiness.asp](http://www.floridadisaster.org/DEMBusiness.asp)
- Georgia, Ready Georgia  
[www.ready.ga.gov](http://www.ready.ga.gov)
- Kansas, KSReady  
[www.KSready.gov](http://www.KSready.gov)
- Missouri  
[www.dhss.mo.gov/PandemicInfluenza/Business](http://www.dhss.mo.gov/PandemicInfluenza/Business)
- Utah, Be Ready Utah Ready Your Business  
[www.bereadyutah.gov](http://www.bereadyutah.gov)
- Virginia  
[www.vaemergency.com/prepare](http://www.vaemergency.com/prepare)
- Washington  
[www.emd.wa/preparedness/prep](http://www.emd.wa/preparedness/prep)

# Resources for Business Preparedness

## Regional and Local Resources with national affiliations

- **FEMA Regional Offices**  
[www.fema.gov/about/regions/index.shtm](http://www.fema.gov/about/regions/index.shtm)
- **State and local Citizen Corps Councils (FEMA affiliated)**  
[www.citizencorps.gov/cc/CouncilMapIndex.do](http://www.citizencorps.gov/cc/CouncilMapIndex.do)
- **Community Emergency Response Teams (CERT)**  
[www.citizencorps.gov/cc/searchCert.do?submitByZip](http://www.citizencorps.gov/cc/searchCert.do?submitByZip)
- **NIFA State and local partnerships (USDA affiliated)**  
[www.csrees.usda.gov/qlinks/partners/state\\_partners.html](http://www.csrees.usda.gov/qlinks/partners/state_partners.html)
- **Regional Rural Development Centers (USDA affiliated)**  
[www.rurdev.usda.gov/Home.html](http://www.rurdev.usda.gov/Home.html)  
[www.csrees.usda.gov/nea/economics/in\\_focus/rural\\_if\\_regional.html](http://www.csrees.usda.gov/nea/economics/in_focus/rural_if_regional.html)



# Resources for Business Preparedness

## Regional and Local Resources with National Affiliations

- **Cooperative Extension System (USDA affiliated)**  
[www.csrees.usda.gov/Extension/index.html](http://www.csrees.usda.gov/Extension/index.html)
- **Extension Disaster Education Network (EDEN), (USDA affiliated)**  
<http://eden.lsu.edu/EDENCourses/Pandemic/Pages/default.aspx>
- **Small Business Development Centers (SBA affiliated)**  
[www.sba.gov/aboutsba/sbaprograms/sbdc/index.html](http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html)
- **Association of Small Business Development Centers (ASBDC)**  
[www.asbdc-us.org/](http://www.asbdc-us.org/)

# Resources for Business Preparedness

## Regional and Local Resources with National Affiliations

- **American Red Cross Chapters (American Red Cross)**  
[www.redcross.org/](http://www.redcross.org/) *(search by zip code)*
- **Local Chambers of Commerce (U.S. Chamber of Commerce)**  
<http://www.uschamber.com/chambers/directory/default>
- **National Black Chamber of Commerce**  
<http://www.nationalbcc.org/>
- **U.S. Hispanic Chamber of Commerce**  
<http://www.usbcc.com/>
- **Community Colleges**  
**American Association of Community Colleges (AACC)**  
<http://www.aacc.nche.edu/Pages/default.aspx>  
<http://www.aacc.nche.edu/Pages/CCFinder.aspx>

# Resources for Business Preparedness

## Regional and Local Resources with national affiliations

- **Local Chapters of National Safety Council**

[www.nsc.org/Pages/Home.aspx](http://www.nsc.org/Pages/Home.aspx)

[www.nsc.org/nsc\\_near\\_you/FindYourLocalChapter/Pages/find\\_your\\_local\\_chapter.aspx](http://www.nsc.org/nsc_near_you/FindYourLocalChapter/Pages/find_your_local_chapter.aspx)

### **NOTE:**

- The resources listed here were identified through searches of publicly available sources to provide business preparedness guidance and tools that may include education, training, peer or expert mentoring, and/or self-assessment in addition to publications. If you would like to suggest changes or additions please send suggestions to [citizencorps@dhs.gov](mailto:citizencorps@dhs.gov)
- *FEMA does not necessarily endorse the views expressed or the facts presented on any linked external website. Nor does FEMA endorse any commercial products that may be advertised or on an external website.*



**Resources:** [www.citizencorps.gov/ready/businesspreparedness](http://www.citizencorps.gov/ready/businesspreparedness)

**Questions:** [citizencorps@dhs.gov](mailto:citizencorps@dhs.gov)



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Thank you for attending!

For more information visit:

- <http://citizencorps.gov/ready/businesspreparedness.shtm>
- <http://www.citizencorps.gov/news/webcasts/businessprep.shtm>
- <http://www.readyrating.org/>
- [http://www.disastersafety.org/ofb\\_training/](http://www.disastersafety.org/ofb_training/)
- <http://www.preparemybusiness.org/>



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