

PREPAREDNESS SPOKANE

Emergency & Disaster Planning for Business & Industry

Sponsored by the Spokane City/County Emergency Management Planning -- Business & Industry Disaster Committee

2002, Issue 4

November 2002

A Message from the Business & Industry Committee!

John Ames

Chair – Business & Industry Disaster Committee

WHY SHOULD YOUR ORGANIZATION DEVELOP AN EMERGENCY PLAN?

Emergencies don't respect jurisdictional borders, let alone economic environments. The general public expects that public, private and no-profit entities know how to work together to effectively respond to and recover from a disaster situation. This was more than evident during Ice Storm.

Whether you represent a government agency, a private company or a non-profit, we are all stakeholders and interconnected to the continued workings of our community. The private and non-profit sectors provide goods, services and resources that are critical during response efforts. Their availability and use must be coordinated at time of event.

A well-written Emergency Plan, one that allows your organization to respond to its own needs, as well as those of the community, will ensure a successful

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Excerpts from ... Risk Management, Insurance and Business Continuity Planning

Carl J. Kotheimer, CPCU, ARM, Consolidated Risk Management,

At the highest level, risk management is a process of identifying risk of loss, evaluating alternative treatments and selectively implementing them. Generally, there are four possible strategies:

Avoid- Don't do it. This is a simple solution, and not always a realistic option for many businesses. If you are going to paint houses, you must work in high places.

Transfer- Make somebody else do it. Outsourcing is a solution for some businesses, for example, to avoid the costs of environmental compliance. Insurance is also a method of financial risk transfer. Other forms of contractual risk transfer are also possible.

Minimize- Reduce the probability of loss. This is the realm of safety and environmental programs, construction standards, scheduled maintenance and quality processes.

Mitigate- Reduce the severity of loss. Accepting that loss is certain, steps are taken to make it less bad through such devices as alarms and sprinkler systems, or processes like **business continuity planning**. These function as the last resort when all else has failed.

Focus on business continuity planning without systematic consideration of the other strategies is a bit like taking vitamins and keeping aspirin in the medicine cabinet without ever getting a physical. The vitamins and aspirin can't hurt, but may not get at a more fundamental problem.

Relying upon insurance as a convenient prescription for catastrophe, as so many businesses do, is equally nearsighted. Insurance cannot manage a crisis, or protect market share, reputation or a valuable lease. It does little more than pay for physical assets and current income. It cannot assure business survival in a competitive environment. This is especially so for smaller business.

An effective Business Continuity **Management** process will include **Business Impact Analysis and Risk Assessment** steps. These steps are generally regarded as prerequisites to initiation of Contingency or Business Continuity Plans, a "risk mitigation" technique as defined above. **However, if these prerequisite processes are used only in order to leap to contingency planning specifications, a significant risk management opportunity is lost.**

The process of consolidating the results of Business Impact Analysis and Risk Assessment steps is an opportunity to evaluate all of the risk management techniques (avoid, transfer, minimize, mitigate), and to set broader targets with a greater favorable result to the organization. By so doing, the organization will less likely ever need to call upon business continuity plans for survival. It is also an opportunity to share among functional managers the likely outcomes of disaster scenarios and motivate them to take strategic steps to

recovery from any disruption you and/or the community might be faced with.

PLANNING = RECOVERY ... YOU DO THE MATH!

(Borrowed from the Utah Emergency Management Association & Association of Contingency Planners)

OCTOBER 24TH SYMPOSIUM

Our first general meeting of this year, entitled ARE YOU PREPARED – Emergency Preparedness and Disaster Planning, attracted over sixty individuals. Thanks to all who attended. A special thank you goes out to our speakers, Steve Turcott with the Washington State Patrol, John More, CEO of Armed Robbery Training Associates, LLC and Dave Byrnes from the Spokane County Dept of Emergency Management. In addition, thanks to Peter Cheney and the City of Spokane for hosting the symposium.

Steve spoke on the Incident Command System, John on Target Hardening, An Introduction to Terrorism and Security Considerations, and Dave spoke on the RCW Requirements for the Public Sector.

In addition, I presented the FEMA Guide to Emergency Planning for Business & Industry.

If you would like any information on any of the above topics contact the B & I Committee at preparedness_Spokane@hotmail.com.

NOVEMBER PLANNING MEETING

The next planning meeting for the B & I Committee will be held on November 21st at the Red Cross Building on West Nora from 1:30-3:30. We will be discussing our next general meeting (currently scheduled for January) and other committee business. You all are welcome to attend!

COMMITTEE REORGANIZATION

In August the Committee adopted to develop Sub Committees that would address the specific needs of the planning group. These being;

Strategic Advisory Committee – Responsible for the overall strategic direction of the B & I Planning Committee

Membership Services Committee – Responsible for membership issues, including strategies to improve membership benefits, increase membership levels, member retention issues and referral programs.

Marketing Communications Committee – Responsible for promoting and marketing the B & I Committee to the business and industry community.

Vendor Services Committee – Responsible for dealing with the needs and concerns of our vendor members.

HAVE YOU SEEN THE WEB PAGE YET?

Thanks again to Spokane County Information Systems for establishing our web page. It can be located by going to <http://www.spokanecounty.org/emergencymgmt>. Just select Business & Industry Group, and you're there.

MORE THINGS TO COME ON THE WEB!

- Preparedness information on Emergency Planning and Disaster Recovery Planning for Business
- A Resource Database that can be used in planning for, or dealing with a disruptive event

What is An Emergency?

It is an unplanned event that can cause injury or death to employees, customers or the public. It is an unplanned event that can shut down or disrupt your business. It is an unplanned event that can cause physical or environmental damage, or threaten your financial standing or public image.

ARE YOU PREPARED FOR AN UNPLANNED EVENT?

AN OUNCE OF PREVENTION

A well-trained labor force will do much to ensure a safe workplace and decrease the likelihood of a disruptive event.

In addition, well-trained personnel are more likely to respond appropriately in an emergency situation. Evacuation plans are necessary, as are emergency evacuation plans/practice drills. Businesses should nurture relationships with local fire departments, law enforcement and emergency response crews.

HOW WOULD YOUR WORKFORCE RESPOND?

CALENDAR OF EVENTS

SPOKANE CITY/COUNTY DISASTER COMMITTEE MEETING

PLACE: DEACONESS HEALTH & EDUCATION CENTER

TIME: 9:00 – 1ST TUESDAY OF EVERY MONTH

BUSINESS & INDUSTRY DR COMMITTEE PLANNING MEETING

PLACE: RED CROSS BUILDING ON WEST NORA

DATE: NOVEMBER 21ST

TIME: 1:30 – 3:30

EMERGENCY RESPONSE PLANNING FOR YOUR BUSINESS

PLACE: WESTCOAST GRAND HOTEL

W 303 N RIVER DRIVE

DATE: DECEMBER 20, 2002

TIME: 8:15AM – 4:00PM

If you are interested in joining the Business & Industry Disaster Recovery Planning Committee please contact us.

To contact the Business & Industry Committee e-mail us at preparedness_spokane@hotmail.com or call John Ames at (509) 835-2130.

reduce the risk. ...

Generally, only the largest of companies can justify employing a fulltime risk manager with the particular perspective described above. At a minimum, a business continuity planning team should be cross- functional to permit different perspectives and expertise to emerge in the process. Least of all should a planning team operate in a single functional silo.

While business continuity planning is vital to many businesses, placing the process within a broader risk management culture will likely yield more direct rewards to any business. Things like quality, reliability, and financial stability.

HAVE YOU CHECKED THESE OUT?

Here are some Web Sites you may find interesting:

<http://www.crew.org/mitigation/slides/slides.html>

PLANNING TIPS TRICKS & TRAPS!

Sound business logic should convince corporations to include a permanent budget line item and BC/DR objective in their yearly plans. If not, continued federal and individual industry regulations, court rulings, and stockholder pressure will be the impetus.

Contingency Planning & Management Online – 11/2002