



Emergency Preparedness

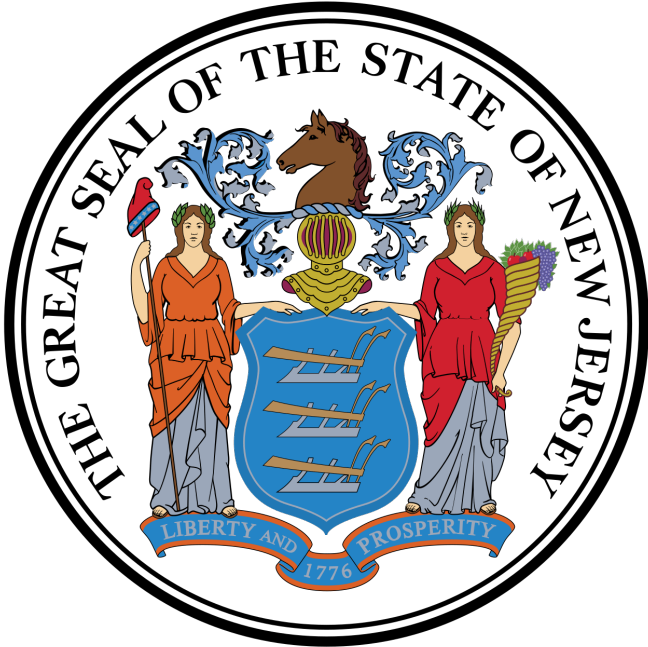
Business Continuity Planning

Greetings!



Tahesha Way, Esq.

Lt. Governor

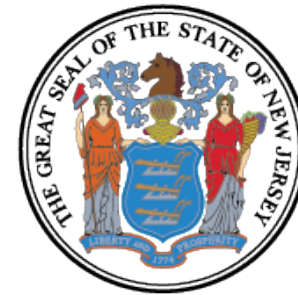


Greetings!



Melanie Willoughby

Ex. Director, NJ Business Action Center



NJBAC

New Jersey Business Action Center

About the NJ Business Action Center

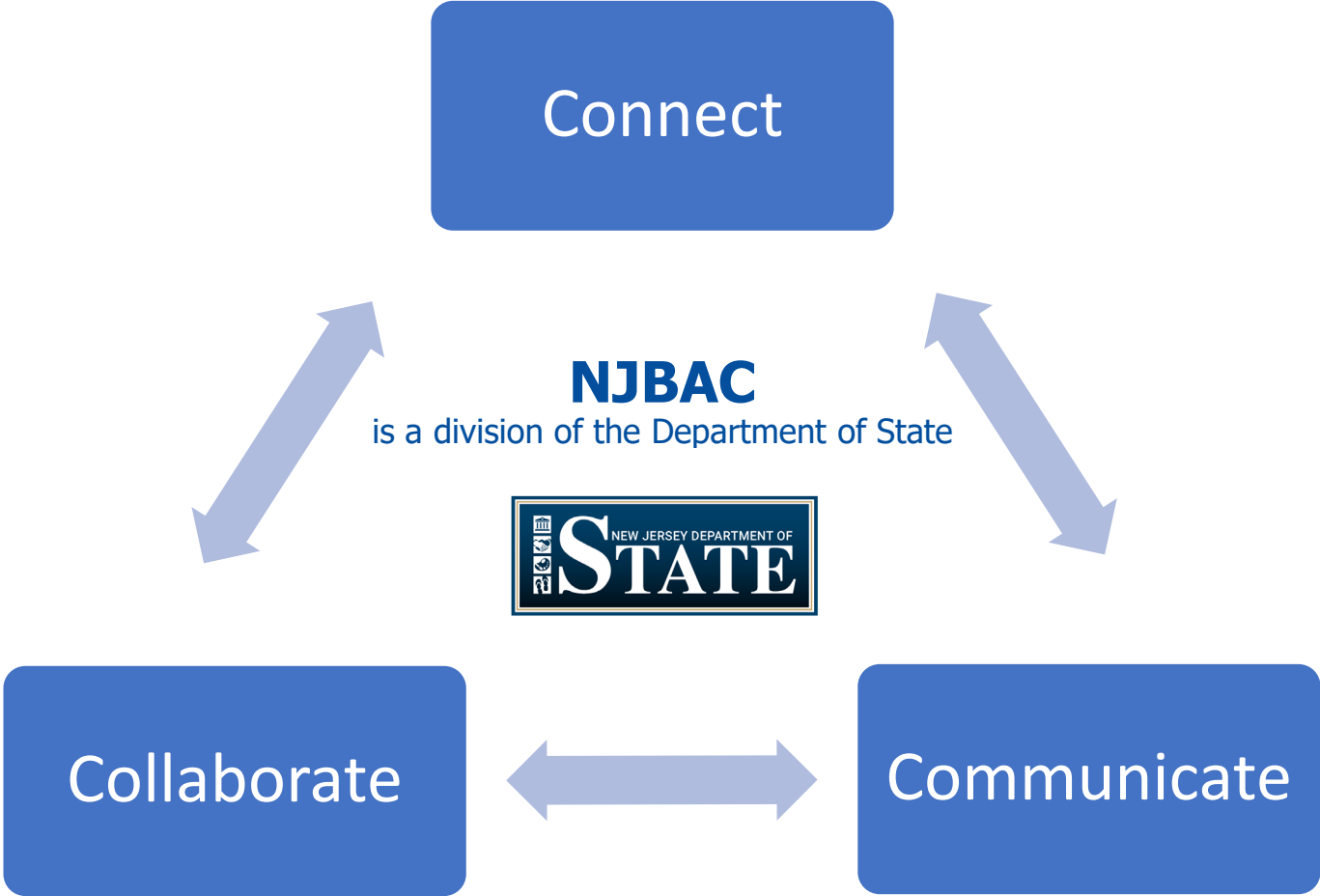
Mission

To provide exceptional technical assistance, customer service, resources, and information as advocates and mentors for New Jersey businesses of all sizes, categories, and ethnicities.

Vision

We envision a flourishing business community, in which all stakeholders – entrepreneurs, business owners, business leaders, exporters, municipalities, state agencies, elected officials, and organizations – are able to access the vital resources that ultimately strengthen every aspect of doing business in New Jersey.

About the NJ Business Action Center



About the NJ Business Action Center

Provides free, confidential, reliable assistance

- Office of Business Advocacy
- Office of Export Promotion
- Office of Small Business Advocacy
- Office of State Planning
- Cannabis Training Academy
- Business Enhancement Services

Supportive services at every stage of business, regardless of size or industry, provided for thousands of businesses each year.

Impact of NJBAC

business registration & business certification & site expansion & networking & navigating state systems & international sales & site selection & incentive programs & funding opportunities & introductions & district enhancement & education for

NJBAC provides solutions.

grant opportunities & educational webinars & permitting assistance & research & commercial real estate assistance & NJSTEP & annual reports & procurement & district assessments & advocacy & community presentations & mentoring & industry insights & municipal incentives & tax abatements & application support & record keeping & much more

Connecting with NJBAC

Services provided

- Free of charge
- Confidentially
- Quickly, accurately, and carefully

Call: 1-800-JERSEY-7

Chat: business.nj.gov

Learn: state.nj.us/state/bac/



What is Business Continuity Planning

What is Business Continuity Planning and Why Should You Care?

Business Continuity Planning is a comprehensive plan with the goal to enhance an organization's resilience by minimizing the impact of disruptions, maintaining essential operations, and safeguarding the interests of key stakeholders, including customers, employees, and partners.

A US Federal Emergency Management Agency (FEMA) study showed that 40% of businesses do not reopen after a disaster and another 25% will fail after 1 year.

The goal of business continuity planning is to better your odds of your business's survival after a disaster.

What is Business Emergency?

Types of Business Emergencies

Natural Disasters

--**Floods**, Hurricanes, Tornadoes, Winter Storms

Main-Made Disasters

--Accidents, including fires or industrial accidents

--Terrorism, Workplace Violence

--**Cybersecurity Breaches**

Health Emergencies

--Pandemics (local and wide scale outbreaks)

Infrastructure Failures

--Road Construction, Power Outages, Supply Chain Disruptions,

Loss of key personnel

Emergency Preparedness plan should address three essential areas:

Preparation – Planning for a future disaster

- Risk Assessment
- Business Impact Analysis (BIA)
- Development of a Plan

Mitigation

- Protocols for immediate response to ongoing or recent crisis

Recovery

- Protocols and procedures to recover

Step 1 Create a plan



Preparation—Create a Plan

1. How to start to formulate a plan

- Plans should be customized to your specific needs, budget, and circumstances
- Work with a team of key employees
- Consider multiple scenarios based on the threats (flooding is the most common disaster)
 - a. Cybersecurity
 - b. Pandemic Preparedness
 - c. Natural (weather related) disasters
- Define critical operations necessary for you to operate your business

Preparation—Create a Plan

2. Inspect your building for possible issues

- Worn or damaged roofs, or siding, leaking windows or doors
- Move inventory and equipment above Base Flood Elevation (BFE) when possible
- BFE is the level that surface water is likely to reach or exceed 1% of the time during a flood

3. Make Sure your Insurance is current

- Go over your insurance coverage with your agent
- Obtain Flood Insurance if appropriate
- Check coverage for equipment and inventory loss
- Business interruption insurance

Preparation—Create a Plan

4. Prepare a Disaster Supply Kit

- Flashlights with fresh batteries
- Weather Radio
- First Aid Supplies
- Fire Extinguisher
- Waterproof plastic bags
- Mops, pails
- Tool Kit
- Generator
- Camera
- Cell Phone
- Drinking water and food

Preparation—Create a Plan

5. Maintain emergency contacts

- lists including contacts for employees, suppliers, and customers
- Communicates need to be two way

6. Secure important documents in the cloud and not only on office computer

- Insurance policies
- Financial documents
- Inventories (with pictures when possible)
- Contracts

Preparation—Create a Plan

7. Plan for evacuations, or shelter in place scenarios

- Establish a rally point for evacuations of the building and a plan to account for everyone
- If possible establish a relationship with a nearby business as a shelter point if necessary

8. Train your employees on what to do during an emergency

- Train an employee to shut off gas or other utilities if necessary
- Assign other responsibilities and training to secure the building or equipment

9. Hold drills

- Table top Drills can be held to test a plan
- Live Drills test the skills and preparedness of staff

10. Plan for changes in supply and demand for your goods or services as a result of the disaster

Preparation—Create a Plan

11. Pandemic Planning

- Name a Pandemic coordinator
- Identify essential employees and critical inputs required to maintain business operations
- Cross train employees to fill critical roles
- Get up to date information from public health authorities
- Track employees vaccination status (this is now controversial but has been a standard part of Influenza planning)
- Provide infection control supplies including hand sanitizer, facial tissues, cleaning supplies etc.

12. Identify alternative locations or ways to operate

- Teleworking proved itself during the recent pandemic
- Are there other alternatives? That depends on our operations, customize as necessary



Mitigation

Mitigation

1. Protect your most valuable assets above all else

- Your most valuable assets are your employees and customers
- Take no action that could threaten the health or safety of your staff or customers

2. Listen to the instructions from the Office of Emergency Management or other officials

- Was there an official "Emergency Declaration?"
- Did you receive evacuation orders, shelter in place orders?

Mitigation

3. Unplug equipment, turn off gas service

4. In case of flood, move any remaining important objects above the BFE

5. Safely secure your building (board up broken windows, secure doors, etc.)

Mitigation

- 6. Take pictures of any damage, document everything**
- 7. If there is any questions about the structural integrity of the building, have your structure inspected by a qualified professional to be sure it is safe**
- 8. Contact your insurance agents to being gathering information to submit a claim.**
- 9. Contact employees, vendors, customers keep them informed!**

Recovery



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Recovery

1. Activate alternate work locations or telework plans if necessary

2. Repair any damages

- Provided workers with appropriate training and supervision to work safely if they are cleaning up
- Provide appropriate personal protection clothing
- Appropriately deal with any toxic or dangerous situations, remember keep your employees safe!
- Hire professionals when prudent

Recovery

3. Restore any utilities

-- Only when it is safe and after inspection by licensed professionals if necessary

4. File insurance claims

5. Reach out to customers and suppliers

-- Keep them informed of your current status

-- Inform your customers when you will be able to fulfill your contractual obligations and suppliers
if as to when you can accept planned deliveries

6. Communicate with your employees

-- Let them know when it will be safe to return to work

Contact the NJ Business Action Center

Donald Newman

-- Donald.Newman@sos.nj.gov

-- 609-984-9834

Call: 1-800-JERSEY-7

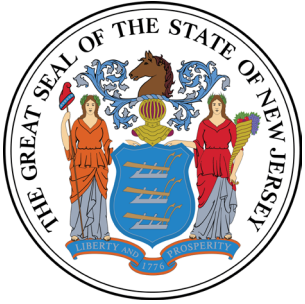
Chat: business.nj.gov

Learn: state.nj.us/state/bac/



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Planning Resources

1. Local Office of Emergency Management
2. Municipal and County Officials
3. American Red Cross

www.redcross.org

4. Small Business Administration

www.sba.gov

5. Federal Emergency Management Agency

www.fema.gov

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We're here to help. And we've got your back.

Thanks!