

The background of the image is a landscape under a heavy, dark, and stormy sky. In the foreground, there is a green field with some brown patches, possibly a dirt road or a dry area. The overall mood is ominous and threatening.

**TORNADOES
DON'T
CARE**

INSIDER

"The truth is, disasters don't care about politics.



Disasters Don't Care About Your Funding Focus



natural disasters don't care who you are or how much money you make,

Los Angeles Times

March 30, 2019

HOME & GARDEN

Bro... you should take this a little more serious

A pro tells us the 4 items you need in your emergency kit

Disasters don't care if it's cold outside,

- **Assistant Director LA Emergency Management**

TORNADO DOCS ARE

**Business Continuity
Strategies & Emergency
Preparedness**



Vermeer Company

Pella, Iowa

Manufacturer – Industrial and Agricultural Equipment

Privately held

3rd Generation of Family Management

Founded in 1943

A sizable company, but no giant

PERSPECTIVE



3,000 Employees



JOHN DEERE

60,000+ Employees

According to FEMA,
**40 percent of small businesses
never reopen after a disaster
and another 25 percent, that do
reopen, fail within a year.**

Date	July 19, 2018
Time (Local CDT)	4:03 p.m. - 4:24 p.m.
EF Rating	EF-3
Est. Peak Winds	144 mph
Path Length	9.59 miles
Max Width	800 yards
Injuries/Deaths	6/0

National Weather Service Summary

Tornado developed about 3 miles north of Pella and moved southeast for its entire length. The tornado initially remained in rural areas just north and northeast of the town producing crop, tree and minor structural damage to houses. The tornado began to intensify just northeast of town and shifted a house off its foundation.

The tornado then encountered the Vermeer facility on the east side of town producing EF-3 damage to one of the large buildings along with numerous cars tossed about the facility. The tornado then crossed Highway 163 and moved through rural locations southeast of Pella for the remainder of its path.





When do you open back up?

When do you open back up?

Who's cleaning up?



When do you open back up?

Who's cleaning up?

Who's rebuilding?



An aerial photograph showing a large-scale industrial disaster. In the foreground, there's a circular paved area with some debris. Beyond it, a large industrial facility is in ruins, with twisted metal, broken roofs, and scattered debris. Several large trucks are visible, some parked and others in motion. In the background, there are more industrial structures and a line of trees under a hazy sky.

When do you open back up?

Who's cleaning up?

Who's rebuilding?

What if lives are lost?

Trauma is a real thing.

An aerial photograph showing a large-scale industrial disaster. In the foreground, a large, dark-colored industrial building is partially destroyed, with debris scattered around it. To the right, another building is almost completely flattened, leaving a vast field of rubble. The background shows more industrial structures and a line of trees under a hazy sky. The overall scene conveys a sense of significant destruction and the aftermath of a major event.

When do you open back up?

Who's cleaning up?

Who's rebuilding?

What if lives are lost?

Trauma is a real thing.

**How much ready-made
product is available?**

An aerial photograph showing a large-scale industrial disaster. Several large warehouse-like buildings are partially destroyed or completely collapsed, with debris scattered across the ground. Numerous trucks and vehicles are parked or stuck in the area, suggesting a logistical challenge. The background shows a line of trees and hills under a clear sky.

When do you open back up?

Who's cleaning up?

Who's rebuilding?

What if lives are lost?

Trauma is a real thing.

**How much ready-made
product is available?**

**How long can you sustain
inventory?**

An aerial photograph showing a large-scale industrial disaster. Several large warehouse-like buildings are partially destroyed or completely collapsed, with debris scattered across the ground. The surrounding area appears to be a mix of industrial and agricultural land, with some trees visible in the background. The overall scene conveys a sense of significant destruction and the aftermath of a major event.

When do you open back up?

Who's cleaning up?

Who's rebuilding?

What if lives are lost?

Trauma is a real thing.

**How much ready-made
product is available?**

How long can you sustain inventory?

...The list goes on....

**YOUR GOAL IS TO COME UP WITH
ANSWERS TO QUESTIONS THAT
RESULT IN THE ABILITY TO
CONTINUE OPERATIONS WHEN
FACING AN EMERGENCY OR
CATASTROPHIC SITUATION.**

CONTINUE OPERATIONS

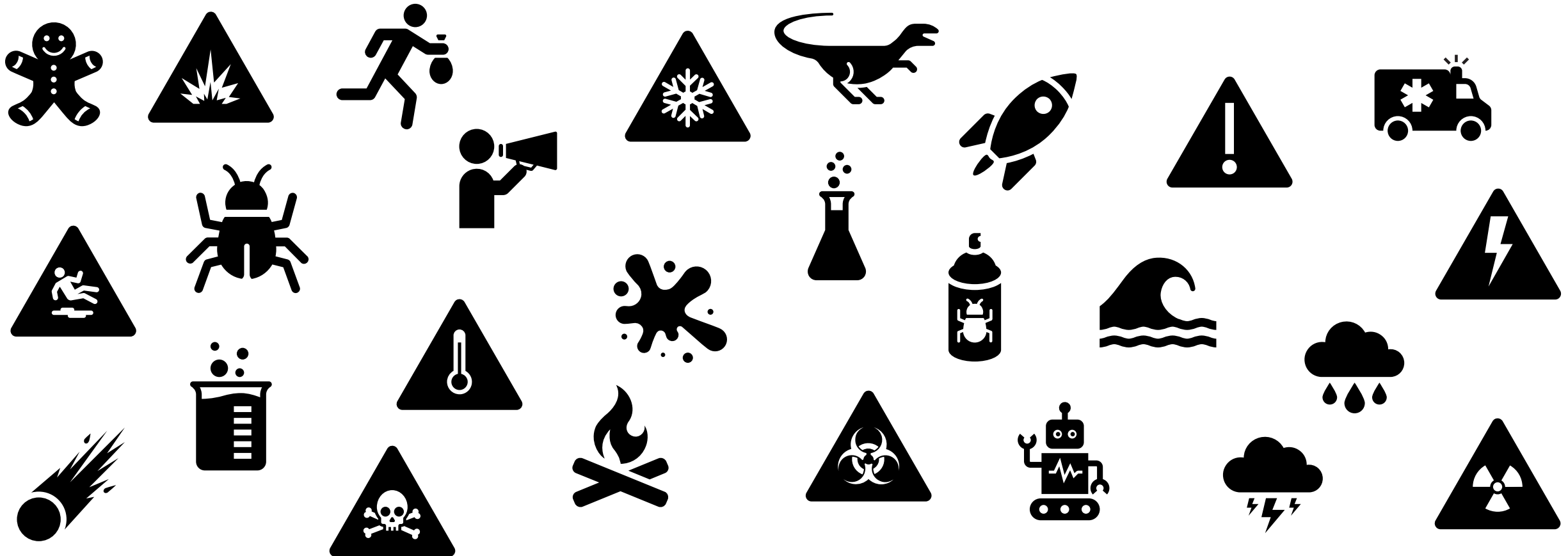
BUSINESS CONTINUITY

Strategy 1

**KNOW YOUR
HAZARDS**

There are a lot...

**Rank based on importance to your
business & likelihood of happening.**



Strategy 2

**Determine
Essential Functions**

Essential Functions

Know what your business can do with and without for a specific period of time.

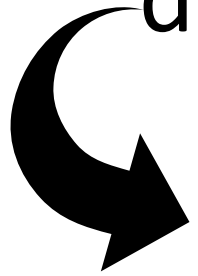
Critical Essential Function Loss can result in the Complete Loss of Business

Strategy 3

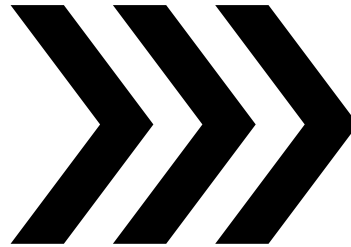
**BUSINESS IMPACT
ANALYSIS**

The business impact analysis (BIA) aims to answer...

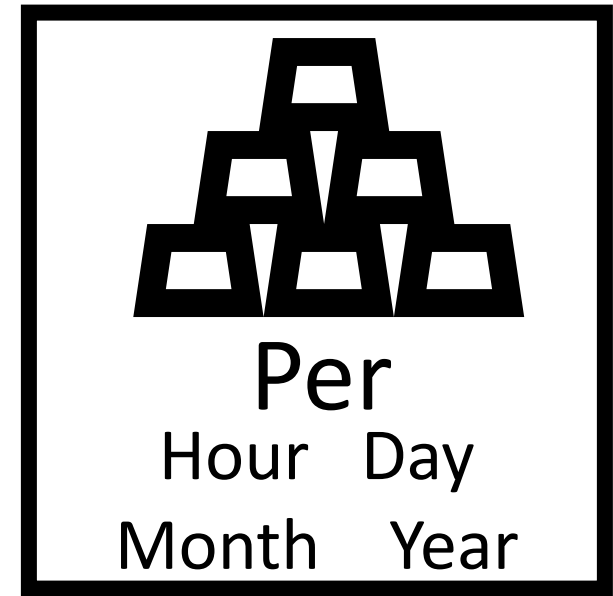
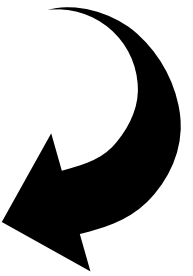
If this type of
disaster happens



THEN



It's going
to cost



Strategy 4

Develop Plan

Develop Plan

The hazard assessment/analysis and the BIA will inform details in your planning efforts.

EMERGENCY PLANNING CAN'T HAPPEN IN A BUBBLE.

FORM A COLLABORATIVE GROUP

HUMAN RESOURCES
FINANCE
LEGAL
DEPARTMENT HEADS
FACILITIES/MAINTENANCE
UNION LEADERS
...AND SO ON...

YOUR PLAN SHOULD INCLUDE ANSWERS THESE QUESTIONS, AND MORE



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How long can you sustain inventory?



INCLUDE

TRAINING DEMANDS

(HOW OFTEN WILL WE DO TORNADO DRILLS, ETC. – Vermeer had no serious injuries)

MEMORANDUM OF UNDERSTANDING

(BETWEEN YOUR COMPANY & ANOTHER OR PUBLIC ORGANIZATIONS / NGO'S)

SERVICE CONTRACTS

(BETWEEN YOUR COMPANY & ANOTHER – LIKE REMEDIATION COMPANIES)

INCLUDE:

**EMERGENCY CALL LISTS
EMERGENCY RESOURCE SUPPLIERS
EMERGENCY CONTRACTORS THAT CAN RESPOND**

THE BASICS

Strategies 1-4

Determine your hazards so you know which hazards will affect you the most and result in the most organizational damage.

Your plan will mitigate, or make those hazards less harsh, if they were to occur.

Strategy 5

Test Plan

Testing your plan can include all sorts of things. From working with local first responders to tabletop exercises that examine current policies and procedures in place.

**It will expose gaps in planning and
provide a framework for corrective
action.**

It's okay... it's normal to screw up.
It lets you find improvements.

Advanced Strategies

*They are only advanced for the private sector, because these are often engrained in the public sector.
(that's bureaucracy, babyyyy)*

Advanced Strategies

Alternate Facility Operations

Where can your workers perform their duties for 30, 60, or 90 days? This is tough for manufacturing – will you outsource production? Is that agreement in place right now? Is telework an option?

Advanced Strategies

Delegations of Authority

Who can make what decision, when, and for how long? If you're a publicly held company, can the Board give power to others? If you're privately held, who's making big decisions further down the chain other than the C-suite?

As you go through the planning process

You'll find out that plans, policies & standard operating procedures will need to be put in place because you either do not have them already or they're poorly defined.

THAT'S OKAY

Don't forget to add those newly discovered administrative items to the plan itself. They will be important.



*** PRO TIP:**
Tests are also called "exercises"

Create the Plan Train the Plan Test the Plan

Your level of
preparedness will be
through the roof.



REMEMBER

Unless it's a highly localized incident, the government will not swoop in with everything you need and save the day.

REMEMBER

We don't have a secret location with a giant stash of stuff to come and hand out.

YOU'RE BEST BET

Prepare yourselves and
prepare your business before
the tornado shows you how
much it really doesn't care.

If your business is in



we will help you.

Sometimes, all you
have to do is ask.

Randy Pausch



@portageprepares



@portageprep

Cody Brookover, M.A.

Deputy Director

Portage County Office of
Homeland Security &
Emergency Management



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