

**Topics to be discussed during workshop:**

- Who should be involved in your business continuity plan
- What kinds of resources are available to help you
- How can you protect your investments in technology

**To find out these answers and more, please attend one of our business continuity workshops at no cost.**



**Sponsors:  
The Clarion, Meeting Space  
BCT, Snack Breaks**



Jefferson County Homeland Security & Emergency Management

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**Ask Neal**

**Business Continuity Planning Workshop**

**Clarion Hotel & Conference Center**  
233 Lowe Drive  
Shepherdstown, WV 25443

September 1, 2011

Attend one of two sessions offered:

1 p.m.—4 p.m.  
or  
6 p.m.—9 p.m.

Volunteer WV provided funding for this brochure and the workshops.

## Every Business Should Have a Plan

Jefferson County Homeland Security & Emergency Management Director, Barbara Miller will again team up with Neal Nilsen of AskNeal.com and David Skeen, WVDMAPS COOP Coordinator, to teach local business CEOs about:

- the kinds of disasters that can happen in Jefferson County;
- how to protect their businesses and their employees from the negative effects of disasters and emergencies; and
- how to protect their hardware, software and other technology.

There are many things that can be done in the pre-disaster time frame that can help businesses to recover after a fire or disaster happens.

## Plan to Stay in Business

Your organization's risk needs will vary according to the specific industry, size, scope and location of your individual company. Start by reviewing your business process flow chart, if one exists, to identify operations critical to survival and recovery. Carefully assess your internal and external functions to determine which staff, materials, procedures and equipment are absolutely necessary to keep the business operating.

Include co-workers from all levels in planning and as active members of the emergency management team. Make a list of your most important customers and proactively plan ways to serve them during and after a disaster. Also, identify key suppliers, shippers, resources and other businesses you must interact with on a daily basis.

Plan what you will do if your building, plant or store is not accessible. Talk with your staff or co-workers and frequently review and practice what you intend to do during and after an emergency. Just as your business changes overtime, so do your preparedness needs.

## Emergency Planning for Employees

When preparing for emergency situations, it's best to think first about the basics of survival: fresh water, food, clean air and warmth. Encourage everyone to have a portable emergency supply kit. Talk to your co-workers about what emergency supplies the company can feasibly provide, if any, and which ones individuals should consider keeping on hand. Keep copies of important records such as:

- site maps
- building plans
- insurance policies
- employee contact & identification information

- bank account records
- supplier and shipping contact lists
- computer backups
- emergency or law enforcement contact information
- other priority document secure.

## Communication is Key

Providing for your co-workers' well-being is recognized as one of the best ways to assure your company's recovery. That means communicating regularly with employees before, during and after an incident. Use newsletters, intranets, staff meetings and other internal communications tools to communicate emergency plans and procedures.

Conduct regularly scheduled education and training seminars to provide co-workers with information, identify needs and develop preparedness skills.

Encourage your employees and their families to: get an emergency supply kit, make a family emergency plan and be informed about different threats and their appropriate responses.

Detail how your organization plans to communicate with employees, local authorities, customers and others during and after a disaster.