

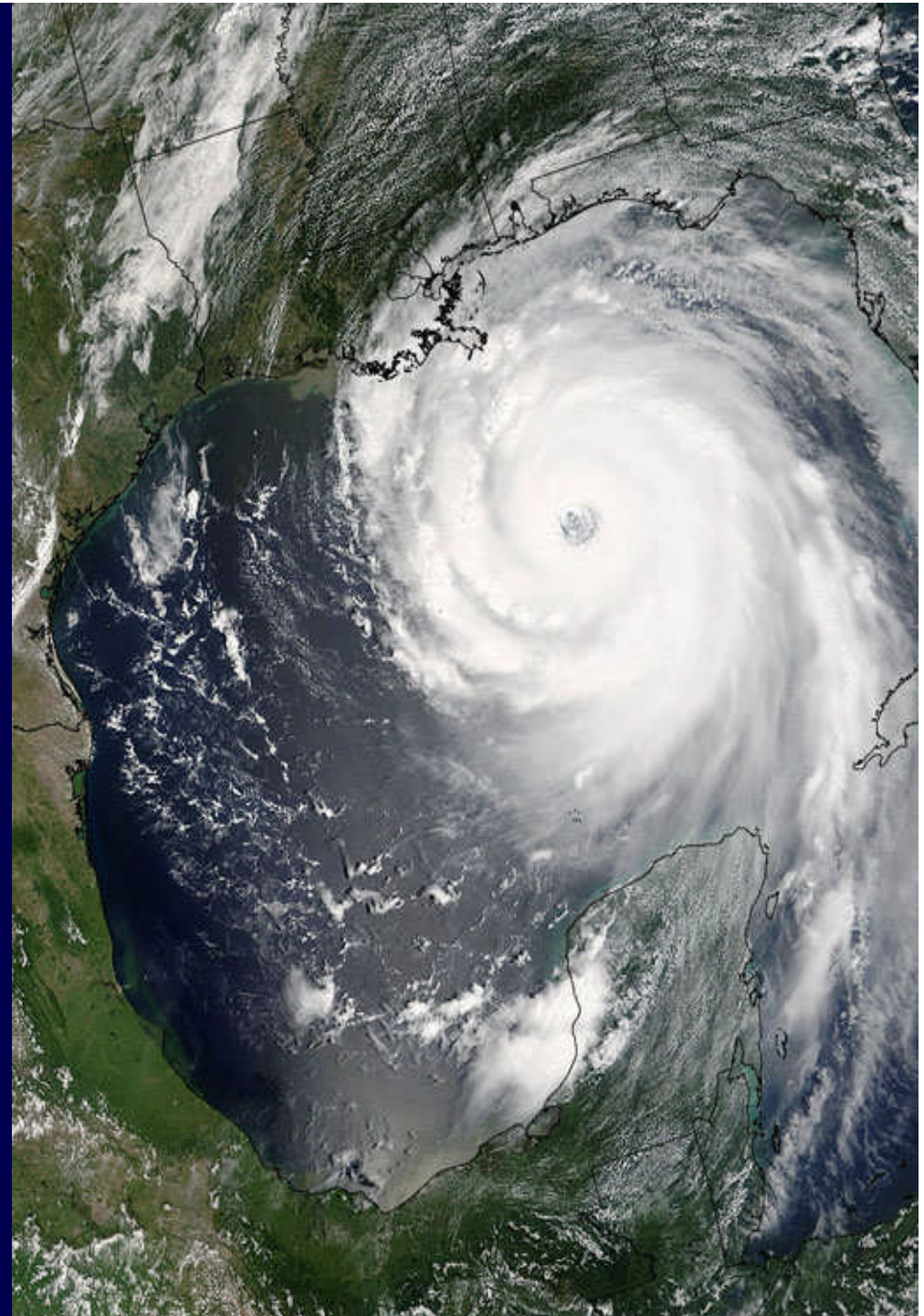
# Disaster Preparedness

*Lessons from Katrina*



FOOD MARKETING INSTITUTE

2006





# Katrina

## Lessons Learned

*Disaster Planning and Recovery*

*Over and Above “Normal” Disaster Planning*



# Lesson Learned #1

**Establish Reciprocal Agreements  
with Government and Private  
Relief Agencies**



# Lesson Learned







Senate Committee on  
Homeland Security &  
Governmental Affairs

# Hearings on Governmental Response to Hurricane Katrina



<http://hsgac.senate.gov/>





**“These companies really form the backbone of our society and economy and therefore must be prepared in the national interest to respond to crises and we must work with them in government to protect them at all costs**

**Joseph Lieberman - CT  
Ranking Member**



<http://hsgac.senate.gov/>



## Lesson Learned

### State Disaster Preparedness and Recovery Agencies

- How can your company help them?
- Let them know how they can help you!
- Establish emergency communications network of supermarket and related companies in your state/region.
- Coordinate contacts for multiple states in which you operate.



## Lesson Learned

### Planning

#### State Emergency Management Agencies Can Help Your Company

- Develop a disaster preparedness and recovery plan
- Review & make recommendations for revising plan
- Test your plan
- Request they allow you to participate in statewide emergency planning & exercises





## Lesson Learned

### **During and Immediately After a Disaster**

- **Provide highway and road closing information**
- **Access to and locations of available fuel stations**
- **Assist with power companies (“critical power grids”)**
- **Allow you to enter disaster areas**
- **May prevent them from “commandeering” your product**
- **Agency representative(s) in your Emergency Operations Center**



# Lesson Learned #2

## Communicating with Workforce



## Lesson Learned

# Communicating With Employees

- Website





# Bashas'



## Bashas'

Groceries on the Go

[WEEKLY GROCERY AD](#) | [Thank You Card](#) | [What's New?](#)

[STORE LOCATIONS](#) | [Pharmacies](#) | [Recipes](#) | [Electronic Coupons](#) | [HealthStyles](#)  
[Cub House](#) | [Bashas' History](#) | [careers](#) | [Community](#) | [Our Brands](#) | [Customer Comments](#)



[Frequently Asked Questions \(FAQs\)](#)

[Employment Information](#)

[New Store Locations](#)

[Vendor Information](#)

[Contact Us](#)

[Groceries on the Go](#)

[Customer Comments](#)

[Media Relations](#)

[Website Comments](#)

[Corporate Offices](#)

### Customer Comments

Write to: **Customer Comments**  
**P.O. Box 488**  
**Chandler, AZ 85244**

First Name

Last Name

Email Address

Comments



# •Signs





- **Call Center**
- **Personnel File Information**



# Lesson Learned #3

## **Meeting Financial Responsibility to Employees**





Bank in Long Beach, MS

Before Hurricane Ivan and after Hurricane Katrina



## Lesson Learned

# Paying Employees

*Employees needed cash...FAST!*

- Transporting Cash
- Distributing Cash

Alternatives – Debit Card, ACH, etc.



## Lesson Learned

### Other Financial Considerations

If the stores are closed...do you continue to pay employees?

If the employee is in a shelter and not available for work, do you still pay them?

How long do you pay them? And how?

Reassign/Relocate (to other stores in company)





# Lesson Learned #4

## Managing Health Considerations



# Lesson Learned

## Safety and Health



## Lesson Learned

### Safety and Health

*How do you protect employees responsible for recovery efforts?*

**Vaccinations – Hepatitis B  
Tetanus  
Diphtheria**

Do you pay for these?

How do obtain the vaccines?

How do you get them administered to your employees?

Do you demand employees work in this environment even if they do not want to?



# Lesson Learned #5

## **Operating With Diminished Workforce**



## Lesson Learned

- **Diminished Workforce**

Employees evacuated to other states

Not yet returned and some not likely to return

- **Increased Sales**

Customers are replenishing food lost

Relaxing of Food Stamp issuance guidelines





# Lesson Learned

## Diminished Workforce

How are you going to compete?



# New “Businesses”

- Gutter Replacement
- Hurricane Reconstruction
- Mold Killing
- Sheetrock Removal
- Roofers
- Plumbers



# Lesson Learned #6

## **Providing Alternative Communications Technology**



# Lesson Learned





## Lesson Learned

# Must Have Alternative Means of Communication



Assume Land Lines Will Be Down

Assume Mobile Phone Towers Will Be Down





## Lesson Learned

- **Non-Powered Land Line Phone**
- **Satellite Phones**
- **Telephone Calling Cards and Prepaid Mobile Phones**
- **Text Messaging**
- **Nextel “Push to Talk”  
Blackberry**
- **Two-way Pagers**



# Lesson Learned #7

## Review of Insurance Coverage



## Lesson Learned



# Flood Insurance

**\$2 billion** - Yearly flood damage in the U.S.

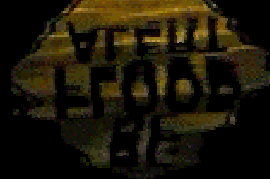
Approximately **25%** of all claims paid by the NFIP are for policies in “**low-to-moderate-risk**” communities

Floods are the **#1 natural hazard** in the U.S., occurring in all 50 states.





**Evacuated!!!**





**Property Insurance**

**Business Interruption Insurance**

**Neither of these cover flood damage!**





***Each location should be reviewed with your insurance company for ever-changing vulnerability to floods.***





**FLOODSMART.GOV**

An official site of the National Flood Insurance Program

<http://www.floodsmart.gov/>



**FEMA**

[NFIP Home](#) | [Contact Us](#) | [Related Links](#) | [Press Room](#) | [Glossary](#) | [Site Map](#) | [Help](#)

Know the Facts

NFIP Resources

Insurance Center

In This Section

Learn the Basics

**What's Your Flood Risk?**

Test the Waters

Flood Zones Defined

Floods Happen

Facts & Statistics

Frequently Asked Questions

Article Library

### Flood Insurance Agents Serving Your Area

5.8 Miles  
Sawyers, Mark  
**Sawyers Insurance**  
13777 Ballantyne Corp Ste 250  
Charlotte, NC 28277  
(704) 944-3267

7.0 Miles  
Boyce, James G.  
**Jim Boyce Agency Inc.**  
PO Box 25244  
Charlotte, NC 28229  
(704) 537-4504  
[jimboyce@bellsouth.net](mailto:jimboyce@bellsouth.net)

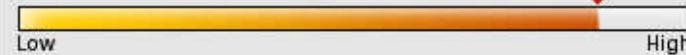
7.3 Miles  
Cantrell, Henry B.  
**H.B. Cantrell & Company**  
1501 E 7th Street  
Charlotte, NC 28204  
(704) 954-9000  
[hcantrell@carolina.rr.com](mailto:hcantrell@carolina.rr.com)



[Home](#) > [Know the Facts](#) > [What's Your Flood Risk?](#) > [Your Risk Profile](#)

## Your Risk Profile

Relative Risk Level: **High**



**Important! You live in or near a Special Flood Hazard Area.**

### Property Location

6733 Kirkstall Court  
Charlotte, NC 28233



### Remember: Everyone's at risk of flood damage.

To fully assess the potential hazard to your property:

- Contact an agent today
- View a map of your area at [FEMA Flood Hazard Mapping](#) (**Note:** all Special Flood Hazard Areas [SFHAs] are marked with diagonal blue

**This property appears to be located in a high risk flood zone.** Your property may be located inland, in a low-lying area near creeks and rivers that are prone to flooding caused by torrential rains, spring melt, etc. Or your property may be located in or near a coastal area that is susceptible to flooding caused by storm surge, hurricanes, etc.

High risk zones are indicated with the letter A on your community's Flood Insurance Rate Map (FIRM). [Find out more about high-risk areas.](#)

**The risk is real.** Floods can happen anytime, anywhere. For peace of mind and financial security, flood insurance is the

1 Learn the Basics

2 What's Your Flood Risk?

3 NFIP In Your Community

4 Estimate Your Premium

5 Find an Agent

### Frequently Asked Questions

**How do I find out what flood zone I'm in?**

[Visit 'What's Your Flood Risk?' and enter your address into the risk assessment tool](#) to find out your flood risk.

[Read more Frequently Asked Questions about flood zones](#)

**My home is in a floodplain. Am I at high risk for flooding?**

Yes. Buildings in floodplains, or Special Flood Hazard Areas (SFHAs), are at high risk for flood damage. Some floodplains experience frequent flooding, while others are affected only when there is a severe storm.

As a homeowner in a floodplain, it's not so much a question of if a flood will damage your property as when. That's why the law requires you to have flood insurance. Did you know that an SFHA home has a 26%



# Additional Lesson

## Providing Security When... There is None







**While this convoy was safe, other companies actually covered up their logos on the trailers and provided armed escorts to prevent looting, hijacking, etc.**





# **Katrina Lessons Learned**

1. Establish Reciprocal Agreements with Government & Private Organizations
2. Communicating with Workforce
3. Meeting Financial Responsibilities to Employees
4. Managing Health Considerations
5. Providing Alternative Communications Technology
6. Operating With Diminished Workforce
7. Review of Insurance Coverage
8. Providing Security When There is None



# Pandemic Avian Flu

*“Y2K or Real Disaster”*



## Pandemic - Avian Flu

**Media** – Educate Consumers (NOW!)

**Consumers** – Will Demand Changes

**Employees** – Severely Diminished Workforce

**Administrative** – Policy Changes

**Suppliers** – Both Product and Services





Senate Committee on  
Homeland Security &  
Governmental Affairs

**HURRICANE KATRINA:  
A NATION STILL UNPREPARED  
MAY 2006**

**“Our first foundational recommendation is to  
abolish FEMA...”**



<http://hsgac.senate.gov/>



## FLIP CHART OF EMERGENCY PROCEDURES



### RETAIL FOOD ESTABLISHMENTS

## CALL FOR HELP

Write in the following phone numbers (below & following pages) for your location. If your area uses the 911 emergency system, write 911 in the appropriate fire, police and rescue spaces.

LOCATION ADDRESS \_\_\_\_\_

LOCATION PHONE \_\_\_\_\_ ALARM COMPANY \_\_\_\_\_

LOCATION PAY PHONE \_\_\_\_\_ GAS COMPANY \_\_\_\_\_

FIRE DEPARTMENT \_\_\_\_\_ ELECTRIC COMPANY \_\_\_\_\_

POLICE DEPARTMENT \_\_\_\_\_ MANAGER \_\_\_\_\_

RESCUE/AMBULANCE \_\_\_\_\_ HOSPITAL \_\_\_\_\_

HR REPRESENTATIVE \_\_\_\_\_ MEDICAL CENTER \_\_\_\_\_

TELEPHONE COMPANY \_\_\_\_\_ F.B.I. \_\_\_\_\_

U.S.D.A. \_\_\_\_\_ D.E.A. \_\_\_\_\_

F.D.A. \_\_\_\_\_ M.D.A. \_\_\_\_\_

THREAT LEVEL ACTION STEPS	MEDICAL EMERGENCY / BLOODBORNE PATHOGENS	POWER FAILURE	SEVERE WEATHER / TORNADO	WATER PROBLEMS	BROKEN WATER PIPE - INSIDE STORE	WORKPLACE VIOLENCE	PRODUCT CONTAMINATION	ROBBERY
GASOLINE / CHEMICAL SPILLS	FIRE	FLOOD	NATURAL GAS OR PROPANE LEAK	BOMB THREATS	SUSPICIOUS SUBSTANCES	CIVIL UNREST	CONTACTS AND RESOURCES	THREAT CALL LOG
								SUSPICIOUS DESCRIPTION REPORT FORM



Michigan Grocers Association

Spartan Stores

Meijer Stores

Kroger Stores

Farmer Jack Stores

Michigan Association of Local Public Health Administrators

Michigan Department of Agriculture

Michigan Department of Community Health - Bureau of Epidemiology

Department of Homeland Security

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- Homeland Security Threat Levels
- Medical Emergencies
- Power Failure
- Severe Weather / Tornado / Water Problems
- Broken Water Pipe
- Workplace Violence
- Product Contamination
- Robbery
- Gasoline/Chemical Spills
- Fire
- Flood
- Natural Gas Or Propane Leak
- Bomb Threats
- Suspicious Substances
- Civil Unrest
- Contacts and Resources
- Threat Call Log
- Suspicious Description Report Form



The McGraw-Hill Companies

# BusinessWeek

SEPTEMBER 19, 2005

www.businessweek.com

Major quake in California. Avian flu in Chicago.  
Dirty bomb in New York.

## THE NEXT BIG ONE



Where America is  
most vulnerable and  
how it can better  
manage the risks **Page 34**

- Earthquakes
- Tornadoes
- Blizzards
- Extended Power Outages
- Avian Flu
- Terrorist Attacks





“Leadership must make  
whatever horror exists  
concrete. Only then will people  
be able to break it apart.”

*Abraham Lincoln*



# Disaster Preparedness

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FOOD MARKETING INSTITUTE  
2006

