SPECIAL REPORT

Business Emergency Preparedness
As a business owner or “C” level executive, you have constant oversight for the operations, fiscal health and growth of your organization. But, beyond the day-to-day, San Diego’s business leaders also are charged with a mission to ensure that their companies are prepared to continue operating in numerous situations, including natural disasters and man-made interruptions.

Whether it is a widespread loss of power or devastating wildfires, San Diegans have learned that they need to be prepared. When a business is forced to amend its activities, whether from a small isolated incident, or a catastrophic event, the long term effects can be felt for years thereafter. To help businesses better prepare for an unforeseen emergency, various community organizations have developed programs that are geared to address the necessary protocols for any size company from small family-owned businesses to large manufacturing concerns.

The key ingredient in this program is timing. And that timing is now. Creating systems and putting them in place as soon as possible will set the framework for an effective response to any situation. A well thought out plan of action will safeguard your organization and your employees as well.

In the following pages are helpful instructions, guidance and information to aid you in creating your company’s emergency plan of action. We are grateful to the local American Red Cross, the Burn Institute, SDG&E, as well as the County of San Diego Office of Emergency Services who commit themselves every day to supporting our businesses and our local community. We also thank Cox Business for sponsoring this guide as well as San Diego County Supervisor Dave Roberts for his support.

Disaster Preparedness is Good for Business

Being prepared for emergencies is good for business and good for public safety.

The County of San Diego’s Office of Emergency Services does an excellent job preparing residents and merchants for disasters. All San Diegans should take advantage of the resources OES provides.

The first stop is a visit to the OES website, www.ReadySanDiego.org.

A portion of the site is geared specifically for business owners. Emergency services officials say that businesses that plan ahead can minimize losses and get back in business quickly.

We encourage all businesses to partner with OES and to become part of a coalition that works with public agencies to improve the safety and security of our region. We call the coalition the ReadySanDiego Business Alliance.

One of its goals is to contribute resources and expertise before, during and after a time of crisis.

The Alliance includes more than 300 companies — and counting. Any merchant can become a member by registering on the ReadySanDiego website. The process takes only minutes to complete.

Membership is free.

As a County Supervisor, my most important charge is to provide for public safety. Business and civic leaders also play an important role in emergency preparedness. In the event of a disaster, the Alliance can contribute to a coordinated disaster response and can help raise awareness among employees. Emergency officials will call upon Alliance members to participate in response and recovery activities, including the coordination of resources.

By bringing business owners together, emergency officials hope to increase the number of residents who have created and practiced a family disaster plan, assembled an emergency supply kit and created a communication and evacuation plan.

Members of the ReadySanDiego Business Alliance receive the Business Alliance Connection newsletter.

In the Summer 2014 issue, OES Director Holly Crawford writes that newly-released FEMA data show that employers play a critical role in promoting disaster preparedness. People who are encouraged by their employer to complete a family disaster plan or participate in disaster training are much more likely to do so.

At the county, I work hard to promote business growth and jobs. I work hand in hand with the business community to assist where possible and to get government out of the way when needed.

Thank you to all of you for doing your part in creating jobs, strengthening our economy and keeping San Diegans safe.
No one entity can do it alone.

Help us get ONE MILLION prepared throughout the San Diego region. There’s still room for your leadership.

The Red Cross Business Council, a key component of the Prepare San Diego initiative, engages corporations and small businesses throughout San Diego County to foster regional economic resilience before, during and after a disaster. Together, we can prepare to ensure San Diego’s economy remains strong.

To join the coalition, contact Laura Rice at 858-309-1270 or laura.rice@redcross.org.

preparesandiego.org
redcross.org/sandiego
Emergency Preparedness Tips for Small Business

1. Assessing the Field

Developing an emergency preparedness plan is one of the most important strategic decisions you will make as a small business owner. Consider how a natural, human-caused or public health disaster could affect your employees, customers and workplace. Would business operations continue?

Preparing your small business doesn’t have to be time consuming or expensive. In fact, experts say one dollar invested in disaster preparedness may save seven dollars in recovery, and Red Cross’ Ready Rating program makes it easy to evaluate the strengths and weaknesses of your business.

The following pages will help you assess your knowledge of disasters and take action to ensure that you and your team are organized and ready.

Disaster Research
Know Your Region and the Types of Disasters Most Likely To Have an Impact on Your Business

• Research: Find out what emergencies have occurred in the past and what impact these had on other businesses in your area.

• Assess: Consider your facility’s physical capacity to resist damage and proximity to flood plains, seismic faults, dams, hazardous materials, nuclear power plants and other hazards.

What types of hazards may impact your business? (Fill in)

• Take Action: Consult with your insurance agent and learn what coverage is available and what precautions to take for disasters that may impact your business. Remember, many general policies do not cover earthquake and flood damage.

Roster Selection
Define Each Employee’s Role

Once your offensive and defensive team captains are selected, work with them to identify key roles for each of your remaining employees. What can be done to prepare your business for a disaster? If a disaster strikes, what needs to happen to keep your employees, customers, vendors and other stakeholders informed?

• Assess: Before a disaster, how many people will it take to:
  • Put together (or update) a disaster plan
  • Organize emergency drills
  • Train current employees at least annually as well as new employees as they are hired
  • Continuously update emergency contact information and phone trees and VIP lists

If a disaster strikes, who will:
  • Perform essential business functions
  • Check in with all employees to confirm their safety
  • Personally inform all customers with active orders/projects of the status of your business
  • Check in with your suppliers, vendors and VIPs

• Take Action: Meet with your employees to discuss the disaster plans, identify what each person’s role will be during and after a disaster. Write down these responsibilities and provide copies to all employees.

Team Assessment
Select Captains: Evaluate the Skills and Traits of Your Employees

• Research: Are any of your employees particularly calm and collected in times of distress? Which of them are leaders, and which are followers? Are any trained in basic first-aid and CPR techniques? (Don’t know? Ask. It is recommended that 10–15 percent of employees are trained.)

• Assess: All of your employees are part of your business team, but not all of them may qualify as team captains. By assessing each employee’s skills and personality traits, you can begin to select leaders who can champion disaster preparedness and response efforts.

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OFFENSIVE PLAYS
Preparing Your Team for a Disaster

Once your offensive team captains have been selected and your teams have been identified, it’s time to create ‘plays’ that will help all employees work together before a disaster strikes.

The following pages include a couple of plays to help your team put together a plan for employees and one to help ensure that business operations remain active following a disaster.

Play Name: Plan
Write an Employee Plan
Your Emergency Response Plan should include:

• A system for warning employees about emergencies and communicating with employees and local emergency officials during a disaster or emergency.
• Considerations for the special needs of employees with disabilities and medical conditions.
• Evacuation routes from your facility and an established location where employees should gather.
• Provisions and a location for employees to shelter-in-place.

Play Name: COOP
Develop a Continuity of Operations Plan (COOP)
A COOP plan will help keep your business operating as it responds and recovers from the effects of a disaster or emergency situation.

Here’s a checklist to help you start developing a COOP:

✓ Establish procedures for COOP activation.
✓ Identify essential business functions and staff to carry out these functions.
✓ Establish agreements and procedures with suppliers, vendors and other businesses critical to daily operations.
✓ Create a plan for conducting business if the facility is not accessible.
✓ Identify records and documents that must be readily accessible to perform essential functions and set up electronic backup systems so they can be safely stored and retrieved quickly.

3
DEFENSIVE PLAYS
Reacting to a Disaster

Knowing what to do before a disaster strikes is only half the battle. How your team reacts during and after a disaster could have dire consequences to the health of your business.

The following defensive plays will help keep your team organized immediately following a disaster.

Play Name: Inside-Out
Communicating With Key Stakeholders
If a disaster happens, communicating with internal stakeholders (employees) and external stakeholders (suppliers, customers, vendors, etc.) will be essential. A simple phone tree can help your internal team stay informed and connected while giving each person a valuable role by making him/her a link in the communication chain.

Compile a list of the following info from each of your team members:

• Home phone
• Cell phone
• In case of emergency contact name and phone number
• Home address
• Email address

Once you have this information, organize it on paper with you at the top, followed by your team captains and spreading out to all of your employees.

Don’t forget to provide each employee with several copies for reference at work and at home.

Play Name: VIP
Emergency Contacts
Identify external emergency resources that will provide assistance during or after a disaster or other emergency.

Who will you contact in an emergency? Here are examples of the types of organizations that you may need to contact before, during or after a disaster:

Local Law Enforcement  State Representative
State Law Enforcement  Senator
Emergency Medical Services  Local Emergency Management
Mayor  Office

continued on page A22
Play Name: Stay Social

Using Social Media to Communicate During and After Disaster

In addition to personal calls and/or emails, your business’s social media properties also can be used to update stakeholders on the status of your operations and possible impact on them (i.e. delays, cancellations, business closure, etc.).

It’s important to keep the tone of your updates positive and business appropriate. Here is an example:

“As many of you know, San Diego County was recently struck by wildfire. Unfortunately, our business and many of our employee’s homes are located in one of the areas that was hardest hit, which may result in delays in fulfilling customer orders. We truly appreciate your patience during this time.”

If necessary, provide updated/temporary contact information, so that concerned parties are able to reach you or your employees directly with questions even if your office is closed.

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Play Name: Practice

Practice Your Plan

Practice makes perfect. Conduct regular emergency drills.

• Evacuation and shelter-in-place procedures.
• First Aid and CPR (the American Red Cross recommends at least 10-15 percent of employees are trained at all times).

Practice Your Plan

Practice Your Plan

• Get a kit, make a plan, be informed. A free online education module is available to help them at www.redcross.org/BeRedCrossReady.
• Encourage employees to identify alternative routes for going to and from your facility.
• Remind employees to always keep their emergency contact information current.

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Play Name: Make It Personal

Encourage Personal Preparedness Among Employees

Your employees will be better able to help your business respond and recover from an emergency if they know how to prepare their homes and families. Offer preparedness training and encourage your employees and their families to:

• Get a kit, make a plan, be informed. A free online education module is available to help them at www.redcross.org/BeRedCrossReady.
• Encourage employees to identify alternative routes for going to and from your facility.
• Remind employees to always keep their emergency contact information current.

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Play Name: Greater Impact

Help Your Community Get Prepared

Work with local community groups and government officials to ensure that your community is prepared for disasters and other emergencies.

• Host blood drives.
• Work with your local Red Cross chapter to train preparedness education volunteers to conduct preparedness presentations.
• Contribute supplies and/or services to emergency efforts.
• Adopt a local school or organization and support their emergency preparedness programs.

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4 PRACTICE DRILLS

Making Preparedness a Daily Activity

All winning teams have one thing in common—a commitment to practice. It is not enough to focus on disaster preparedness a couple of times a year, because skills and knowledge can get rusty. Instead, look for ways to make emergency preparedness a normal part of your business operation.

The more your team practices, the more comfortable it will be in responding to an emergency situation in a calm and constructive manner.

The following practice plays can help keep your team sharp and ready for a disaster.

Play Name: Educate

Educate Employees

Consider partnering with community organizations to help create comprehensive preparedness training. All employees should know:

• Their role during a disaster and the roles and responsibilities of key personnel at your facility.
• Warning and communication procedures.

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Local American Red Cross Chapter
Telephone Company
Fire Department
Water Company
Gas Company
Electric Company
Neighboring Businesses
Emergency Repair Services
Emergency Cleaning Services
Property Insurance Company

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Preparing Students to Take Action in Case of Emergency

In the coming weeks, the County of San Diego’s Office of Emergency Services (OES) will be launching a disaster preparedness curriculum for the county’s 37,000 4th grade students. The Disaster Preparedness curriculum was designed in cooperation with the County Office of Education to foster a culture of inquiry, collaboration and disaster readiness, while teaching students why disasters occur and how they can prepare for them. And, just as importantly, it was designed to align and comply with the Common Core State Standards (CCSS) for English Language Arts and the Next Generation Science Standards (NGSS).

The lessons learned in the wildfires of 2003, 2007 and, most recently, May 2014, taught us that family preparedness can make a significant difference in mitigating the impact of a disaster. By introducing this concept at the fourth grade level, a solid foundation can be built that will allow individuals to apply their knowledge of natural disasters and preparedness throughout their middle and high school careers and even into adulthood. In addition, OES envisions the preparedness curriculum will serve as a model to be adopted by other communities in the state and around the country.

As part of this project, OES also would like to assist the children’s families in starting their own disaster preparedness kits. Upon completion of the curriculum, OES would like to present each child with a hand crank radio with built-in flashlight. To make this possible, OES has worked with a vendor to provide discounted pricing and is now seeking corporate and community sponsors for the purchase of the radios.

If you think this is the type of project that your organization might be interested in supporting, or would like more information, please contact Michael Davis with OES at 858-715-2339 or Michael.davis@sdcounty.ca.gov.

Submitted by County of San Diego’s Office of Emergency Services

What’s your emergency plan?

The best time to deal with emergencies like fires, earthquakes or natural disasters is before they happen. Start now by making a personal emergency plan and assemble an emergency kit. And be sure to register your cell phone at readyandsandiego.org to receive up-to-date information during an emergency. Learn how your business can be prepared for emergencies by watching a video at sdge.com/business/emergency.
Continuity Plans: Critical To Small Business Survival

Businesses of any size can suffer a disruption at any time; however, small businesses have it tougher. While large organizations have more financial and physical assets both before and after a disaster, smaller businesses often lack the financial resources for recovery, the ability to spread risk across multiple facilities in different locations, and ready access to alternative suppliers. Yet, Mother Nature, man-made threats and other extreme events are not particular about who they strike, damage or disrupt. Recognizing this reality, one of the keys to survival for small businesses is preparing and planning for potential business disruptions of any kind.

One year ago, the Insurance Institute for Business & Home Safety (IBHS) created OFB-EZ™, a free business continuity planning toolkit to help small businesses translate professional continuity concepts into an easy-to-use guide for their business. Although the past year was one of the least extreme U.S. weather years in memory, a number of significant events occurred that caused substantial property damage and business disruption across all regions of the country. The first half of 2014 has seen severe winter weather that froze pipes as well as the U.S. economy; destructive tornadoes that killed dozens of people and damaged homes and businesses in the South Central and Southeast states; and more than twice the average number of wildfires in California and elsewhere.

“...this was what businesses have needed—a guide and something to work THROUGH, and not be TOLD to have or create a plan, without being offered any guidance on how to do it.”

Deidra Johnson, Lead Community Recovery & Resiliency Specialist, American Red Cross Central and Western Oklahoma Region

The only certain thing about the weather is that it is always changing. OFB-EZ helps small businesses focus on planning for business interruptions regardless of the specific cause, so they can reduce their losses, get a jump start on recovery, and reopen as quickly as possible. By using OFB-EZ, a small business can utilize many disaster planning and recovery best practices without the need for a large company budget to accomplish the planning and protection basics. The toolkit provides a simple eight-step process, and users do not need to be an expert in business continuity planning.

Hurricane Sandy’s Impact On Small Business

To learn how small businesses can be impacted by Mother Nature, the Federal Reserve Bank of New York conducted a study of 550 businesses located in Hurricane Sandy FEMA-declared disaster areas in New Jersey, New York City, the Hudson Valley and coastal counties in Connecticut (www.newyorkfed.org/smallbusiness/Fall2013/#tabs-2). The study was part of the New York Fed’s efforts to understand the issues facing communities in the region and measure Sandy’s impact on small businesses and their recovery progress. Business responses were collected between October 2013 and December 2013. The study’s findings include the following:

- About one-third of the businesses surveyed incurred financial losses. The top sources of losses included:
  - 59 percent – Decreased Customer Demand
  - 43 percent – Utility or Service Disruption
  - 29 percent – Damage to or Loss of Assets

- Half of the businesses paid for storm-related financing needs with their personal resources, while others increased their debt levels.
- One year after Sandy, nine in ten businesses reported persisting financing needs to cover operating expenses or to reposition their business.

Applying Sandy’s Lessons To Future Events

No two storms and no two businesses are the same, but following a disruption a recovery plan will always be needed. Small business owners tend to think that planning takes too much time, that they are too small to need a plan, or that a disaster will never happen to them. However, no business is immune to disruptions, and one in four small businesses forced to close after such events never reopen. That’s a lot of livelihoods affected when proper planning and preparedness may have kept them open.

What would an organization do if it encountered a seven-day, 48-hour, or monthly-long disruption? That is a question many small business owners probably have thought about at one time or another, but may not have actually addressed by developing a preparedness and recovery plan. IBHS OFB-EZ toolkit was designed to provide small business owners what they need to create a plan and keep it updated so they are ready for the unexpected. The goal is to help small businesses prepare for disasters before they strike and provide them with immediate direction during an emergency, as well as to provide tools needed to get back up and running quickly and efficiently after the event.

Benefits Of An OFB-EZ Business Continuity Plan

Creating a business continuity plan, such as that provided in the OFB-EZ toolkit, can help small business owners:

- Consider and identify what risks and serious threats their business faces and how these threats could impact their critical activities and assets. Owners will be able to focus on the kind of disruptions that are most likely to happen, what the impacts would be, and what measures they can take to reduce those impacts.
- Ensure that critical business operations are not shut down. A plan will include how a business’ critical operations will continue by concentrating on which activities need to be recovered immediately versus which can wait, developing and documenting workaround methods, and identifying who does what.
- Plan for communications with employees, customers, suppliers and vendors during and after an emergency. By having up-to-date personal and emergency contact information and leveraging social media, a business owner can be sure their key stakeholders will not miss out on vitally important information if normal communication channels are down. In addition, they can help plan how to keep customers and suppliers informed about the status of the business, product or service, delivery schedules, and develop mutually agreeable alternative arrangements.
- Protect information and information technology as it is extremely vulnerable to many disruption scenarios, ranging from localized power outages to major natural catastrophes. A business continuity plan also reminds employees to inventory and document all information technology and reminds them of the importance of frequent back-ups, off-site storage, and restoration options.
- Reduce downtime; every hour a business is down can cost thousands of dollars.
- Avoid going out of business, which ensures job security for its employees and a faster recovery for the community.

Now Is The Time To Get Started

No matter what a business does, or where it is located, disasters can strike, sometimes without a moment’s notice. For the past year, OFB-EZ has been helping small businesses prepare for the unexpected and respond effectively. Now is the time for small business owners to download OFB-EZ, available at www.disastersafety.org/open-for-business, and create a plan that will help them survive, and even thrive, when disasters — small or large — strike.

Submitted by Insurance Institute for Business & Home Safety (IBHS)
Train your employees on Fire Safety today!

Since 1972, the Burn Institute has been the local authority on fire and burn prevention, specializing in education, burn survivor support services and protecting our community. When you choose the Institute for your training, you are not only protecting your employees and business, but assisting local burn survivors and providing education to prevent future tragedy.

For a nominal fee, the Burn Institute will provide your employees with this valuable training and ensure that your business is OSHA compliant. Fee includes equipment and course completion certificates.

General Fire Safety - Fire Extinguishers Are Not Enough

Install and Maintain Smoke Alarms in the Workplace
- Test alarms monthly
- Change batteries twice a year

Plan and Practice Your Escape at Work and at Home
- Be aware of two ways out of every room/work area
- Have a meeting place
- Help others to evacuate
- Activate the alarm and the 911 system
- DO NOT re-enter a burning building

Wildfires
The Burn Institute would like to urge San Diego county businesses and residents to stop, think, prepare and practice a Wildfire evacuation plan. The keys to surviving a wildfire are: Defensible Space, Defensible Homes/Buildings and Evacuation Planning. The Burn Institute offers a FREE 12-page “Living With Wildfire” Guide sponsored by SDG&E in both English and Spanish, which contains valuable and potentially life-saving information that every property owner should know. Call the Burn Institute at 858-541-2277 or visit the Burn Institute online at www.burninstitute.org

Wildfires

Train your employees on Fire Safety today!

Why should I train my employees?

Trained Employees:
- Respond with greater confidence to emergency situations.
- Use portable extinguishers with nearly three times greater effectiveness.
- Can help reduce or eliminate property loss due to fire.
- Can help reduce or eliminate production downtime and loss of valuable materials.
- Can help reduce injuries and Save Lives!

CALL ON THE EXPERTS
and do something good for those who need it most
858.541.2277 (ext.12) | www.burninstitute.org

Proceeds from this program will support the important work of the Burn Institute such as fire and burn prevention education programs, fund burn research and treatment and support burn survivor support programs such as Camp Beyond The Scars for burn-injured children. The Burn Institute is a 501(c)3 charitable organization.

Train your employees on Fire Safety today!
Emergency Preparedness Strategies
to Protect Your Business

Disasters can happen at any time without warning. In Southern California, earthquakes, floods, high winds and wildfires can strike at a moment’s notice. Last month’s fires are living proof.

Although the normal fire season begins in late summer with the arrival of Santa Ana winds, nine fires scorched more than 25,000 acres in San Diego County during the week of May 12. The fires caused evacuations, property damage and numerous localized power outages.

And according to Dave Geier, SDG&E Vice President of Electric Transmission and System Engineering, emergencies can come in many forms. “It doesn’t have to be a mass-disaster that takes a business down. For example, a short circuit in a building’s electrical system could cause a fire or a tree could topple over to damage a building. That’s why it’s critical for businesses to be prepared.”

Developing an emergency preparedness plan is one of the most important strategic decisions business owners will make. The safety of employees and customers and the future wellbeing of the business depend on how prepared owners are.

Here are SDG&E’s top tips to keep your employees safe and business operations running in the event of a disaster:

**Employee preparedness**

Human capital is a business’ most important investment, so employee safety should be a principal consideration. The first part of any emergency preparedness plan should be an evacuation strategy. Consider quarterly training and emergency simulation drills where employees actively use the evacuation route. After each drill, debrief employees on their performance from the exercises to identify gaps and improvement opportunities.

Employees should know the location of all exits, fire alarms and fire extinguishers. They should also learn all exit routes and safe meeting locations, as well as the location of all gas, electric and water mains and how to shut them off.

In addition to an evacuation plan, businesses should be prepared to shelter in-place. In the event that employees cannot leave the facility for two or three days, companies should have enough supplies on hand to care for everyone. That includes food, water, pillows, blankets, flashlights, radio and first aid kits.

Business owners and managers should develop employee accountability procedures so they know employees’ whereabouts during emergencies. As an additional goodwill measure, businesses should provide information to employees and their families on how to be prepared at home.

Encourage employees to keep an out-of-state emergency contact. During a disaster, local telephone and cell-phone circuits will be overloaded, delaying calls within the affected areas. Employees have a better chance of completing long distance phone calls to an out-of-state relative or friend to report their status.

**Business recovery plan**

The next priority should be to maintain or resume operations. Business disruptions mean lost profits and added expenses, and if the business isn’t up and running, customers can go to the competition. Develop a business recovery plan to mitigate these risks.

Take an analysis of business functions, processes and resources that could be affected during an emergency. Develop a strategy to recover those functions, processes and resources. The plan should identify alternate work locations for employees should the facility be compromised. If there are enough resources, designate staff members to be in charge of business recovery and make sure they distribute the plan to employees before emergencies occur. Finally, conduct employee training quarterly or annually.

To get started, Geier recommends that businesses visit San Diego County Office of Emergency Services’ website which provides business recovery plan templates and workbooks: http://www.sdcounty.ca.gov/OES/emergency_management/OES_sr_CityCOOPHtml.

**Technology**

Most businesses rely on networks, servers, computers and HVAC systems, especially retail stores and food service companies, where it is difficult for employees to work remotely. "Before a disaster or disruption strikes, it's important to ensure that the business' most critical departments have full back-up systems for electric generation, communications and information technology (IT) systems,” says Geier.

Manual workarounds should be part of the IT plan so business can continue while computer systems are being restored. Consider installing a backup generator and emergency lighting that automatically turns on if the power goes out. Finally, secure backup storage and redundant copies of necessary business documents.

**Making the workplace safe**

Because earthquakes can occur in Southern California, companies should also “hazard hunt” to ensure workplace safety. “Hazard hunting” means taking inventory of any objects or areas in the workplace that could harm employees should an earthquake occur. Stabilize large objects so they don’t fall over and remove objects from above employee workspaces. It’s also a good idea to train employees on the earthquake safety drill of “duck, cover and hold.” Here are more tips for making the workplace safe:

- Test smoke alarms monthly and replace batteries annually
- Store flammable materials away from potential ignition sources
- Manage vegetation to create defensible space which reduces fire danger
- Ensure trash is collected in proper receptacles – do not store wood pallets or cardboard adjacent to buildings

Jackie McHugh, SDG&E fire preparedness manager, provides free emergency preparedness trainings and ‘lunch & learns’ for businesses. Contact Jacki-e at 858-654-1771 or JMcHugh@semprautilities.com to schedule your free seminar.

Submitted by SDG&E.

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The top six things businesses can do to be prepared:

1. **Employee safety first:** Develop an evacuation and shelter in-place plan and make sure all employees are accounted for. Include procedures for assisting employees that need help as a result of the emergency

2. **Employee education:** Provide quarterly training and emergency simulation drills to ensure a proficient workforce and encourage employees to be prepared for emergencies at work and at home

3. **Business recovery:** Develop a business recovery plan that ensures that the organization can maintain or resume operations

4. **Technology:** Ensure that the business’ most critical departments have full back-up systems for electric generation, communications and information technology systems. Produce redundant copies of critical documents

5. **Hazard hunt:** To prepare for earthquakes, businesses should inventory facilities and identify hazards that could harm employees. Stabilize large objects and remove objects from above employees’ workspaces

6. **Outreach:** Foster strong partnerships with government and emergency services agencies to ensure effective cooperation

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David L. Geier is vice president of electric and system engineering for San Diego Gas & Electric (SDG&E). As vice president of electric and system engineering, Geier oversees the planning design and engineering of SDG&E’s distribution, transmission and substations facilities. He also is responsible for operating the transmission and distribution grid.

Previously, Geier held several management positions at SDG&E, including director of direct access implementation, and supervisor of several SDG&E operations and facilities. Before joining SDG&E in 1980, Geier worked for Wisconsin Electric Power Co. in Milwaukee.

Geier currently serves on the board and is treasurer of the San Diego and Imperial County Red Cross. He is on the Dean’s advisory board at San Diego State University and the University of San Diego and is a member of Institute of Electrical & Electronic Engineers (IEEE) and a past chairman of the IEEE power engineering society of San Diego.

Geier holds a bachelor’s degree in electrical engineering and power engineering curriculum from the University of Illinois, Urbana, and a master’s degree in electrical engineering and computer engineering curriculum from San Diego State University. He is also a licensed professional engineer in California.
WE HONOR OUR HEROES WITH OUR ACTION.

We are grateful for the first responders who work so diligently to protect the citizens and property of San Diego. And thank you San Diego Fire Rescue Foundation for your support of our community’s heroes. We are truly grateful to all who contribute to the safety and well-being of our county.
In case of a tie, hospitals are ranked alphabetically:

1. Sharp Memorial Hospital
   2. Scripps Mercy Hospital
   3. UC San Diego Health System
   4. Sharp Grossmont Hospital
   5. Rady Children's Hospital-San Diego
   6. Kaiser Permanente
   7. Tri-City Medical Center
   8. Scripps Memorial Hospital La Jolla
   9. Sharp Chula Vista Medical Center
   10. Palomar Health
   11. San Diego County Psychiatric Hospital
   12. Paradise Valley Hospital
   13. Paradise Valley Hospital
   14. Palomar Medical Center
   15. Sharp Oncology Specialty Centers
   16. Scripps Encinitas
   17. Sharp Mesa Vista Hospital
   18. Fullbrook Hospital District
   19. Viza Hospital
   20. Palomar Medical Center
   21. Promise Hospital of San Diego
   22. Asurey San Diego
   23. Kindred Hospitai - San Diego
   24. Alvarado Parkway Institute
   25. Sharp McLaren Hospital

Hospitals Ranked by number of licensed beds

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While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send your feedback to Chris Van Gorder, executive director, Community Development. A spreadsheet of the data used in this report is available online at www.sdbj.com. This list may not be reprinted in whole or in part without prior written permission from the editor.

This information is the most up-to-date from the Office of Statewide Health Planning and Development website from 2012.

The Office of Statewide Health Planning and Development is a division of the California Health and Human Services Agency.
WE’RE KAISER PERMANENTE OF SAN DIEGO, and we’re committed to helping you achieve total health. We have over 20 facilities throughout San Diego, including North County, and we’re continuing to grow — adding a new state-of-the-art hospital and new medical offices — to provide San Diegans the best care possible, close to home. We’re also staffing those facilities with some of the brightest medical minds in their fields. In fact, you can choose from over 1,100 amazing physicians across 90 specialties. Plus, we provide online tools that make it easy and convenient for you to manage your health. When it comes to helping you live well and be well, we’re going the extra mile and then some.

To learn more, visit us at kp.org/sandiego.

KAISER PERMANENTE. thrive
Preparedness Research Findings

Is Your Business Prepared?
- 15-40 percent of businesses fail following a natural or manmade disaster.¹
- 94 percent of small business owners believe a disaster could seriously disrupt their business within the next two years.²
- 51 percent of Americans have experienced at least one emergency situation where they lost utilities for at least three days, had to evacuate and could not return home, could not communicate with family members or had to provide first aid to others.³

Are Your Employees Ready?
- Only 2 in 10 Americans feel prepared for a catastrophic event.⁴
- Close to 60 percent of Americans are wholly unprepared for a disaster of any kind.⁴
- 54 percent of Americans don’t prepare because they believe a disaster will not affect them.⁵
- Only 1 in 10 American households has taken the appropriate preparedness steps: a family emergency plan, an emergency supply kit and training in First Aid and CPR/AED.⁶
- 82 percent of Americans agree “If someone could make it easy for me to be prepared, I’d do it.”⁷

Emergencies Are Inevitable.

The Ready Rating program is designed to help your business or organization get better prepared for emergencies.

How the Ready Rating Program Works
The American Red Cross Ready Rating program is a free, self-guided program designed to help businesses, organizations and schools become better prepared for emergencies. Members complete a 123-point self-assessment of their level of preparedness and have access to tools, tips and best practices to help improve their level of preparedness. The 123 Assessment has been aligned with the federal government’s Private Sector Preparedness standards (PS-Prep).

Membership in the Ready Rating program is simple. Here is how it works:

1. Join the Ready Rating Program
   - Review the terms and conditions of membership and create an online profile.

2. Take the 123 Assessment
   - This comprehensive assessment will help you to put all of your preparedness ‘ducks’ in a row. Your baseline assessment will be used to measure improvement at the end of the year. View a sample of questions from the 123-point assessment and see the sample color-coded score card it generates.
   - The assessment consists of 5 sections that score emergency preparedness efforts in terms of commitment, knowledge of hazard vulnerability, emergency planning, plan implementation and community resiliency, which are the 5 essentials of preparedness.

3. Take Action to Improve Your Level of Preparedness
   - Visit the Ready Rating Toolbox at www.readyrating.org where you’ll find resources to help further develop your plans.
   - Take advantage of the detailed program guide and best practice tips available to members.
   - Conduct drills and exercises to test your plans.
   - Implement training programs, achieve certifications, etc.

4. Update Your Plans Based on Knowledge Gained
   - Did your assessment score improve? Take the 123 Assessment again to find out!
   - Your membership will be automatically renewed at the end of your term of membership if, after a comparison of your baseline and final assessments, your score has improved.

5. Continue the Cycle of Assessing and Planning
   - Remember, preparedness is a journey, not a destination.


Submitted by the American Red Cross
Regardless of company size or industry, ensuring that mission-critical IT resources can withstand disruption is absolutely necessary in today’s networked economy.

Think about it: If your company’s computing infrastructure were to crash and burn right now, how much financial loss would your business suffer? Would such financial loss be acceptable? If not, then here is what you need to do:

Four Steps for Disaster Recovery Planning

1. Pick a geographically diverse site from your primary location as a backup – e.g., Phoenix.
2. Copy / store your critical data, applications, and systems to that backup site.
3. Replicate your primary site info to the backup site as often as needed to keep it current.
4. Have a plan in place – and periodically practice – for a scenario in which your primary site goes down and the network diverts to the backup site.

Geographic Diversity Is Essential

Note that the first step of the disaster recovery plan is physical separation of primary and backup site infrastructure. This implies geographic diversity. For San Diego businesses, Phoenix is considered an excellent location for backup facilities. In terms of protection from natural disasters, Phoenix is one of the safest places in the country.

Disaster Recovery Considerations

• How much data are you backing up each night?
• What is the total amount of data being backed up?
• What kind of backup software are you using?
• What kind of systems are you using for backup? (e.g., tape, disk)
• What types of data is being backed up?
• What is your retention policy and duration for backed up data?
• Are you governed by any regulations surrounding your backups?
• Do you have a business continuity plan in place for ongoing operations during a disaster?

Implementation Methodology

Based on decades of experience and literally hundreds of customer engagements, AIS Data Centers provides tailored disaster recovery and business continuity solutions based on a four-part lifecycle:

1. Assess: Our engineers work with you to determine critical assets and your disaster recovery objectives, including Recovery Time Objective and Recovery Point Objective. The goal is to define key resources and operational requirements.
2. Design: Our team designs an architecture appropriate for your solution. Research and testing is performed to ensure proper integration with your infrastructure.
3. Implement: We conduct a dry run by implementing the suggested solution on our own infrastructure. Everything is tested including simulation of multiple failure scenarios.
4. Operate: Once deployed on your infrastructure, tested, and approved, we perform monitoring and maintenance. Periodic re-testing is scheduled with you to verify that recovery and restoration performance continues to meet your evolving needs.

Disaster Recovery Domain Expertise Matters

AIS Data Centers is the Southwest’s market leader for business-ready IT infrastructure for companies that value security, compliance, connectivity, and support.

Our mission is to provide innovative and trusted IT infrastructure solutions that enable clients to focus on their core business. We operate five data centers in San Diego, one data center in Phoenix, and a large high-capacity network spanning the Southwest – including Tier 1 Internet peering in Los Angeles.

Headquartered locally since 1989 and with over 500 corporate customers, our team understands that there is no “one size fits all” when it comes to disaster recovery.

With AIS Data Centers, you can be confident that the disaster recovery plan we develop with you will be tailored to your company’s current needs yet scalable to accommodate future growth.

Contact us today. AIS Data Centers is where you want to be.
Experts urge Local Businesses to Prepare Now for the Next Emergency

By Emmet Pierce

On June 27, a panel of emergency preparedness experts urged San Diego County business leaders to waste no time in getting ready for the next disaster that will hit the region. While emergencies come in many forms, wildfires were a frequent topic of discussion. It’s not a question of if another fire will occur, it’s a question of when, San Diego Regional Chamber of Commerce President and CEO Jerry Sanders told about 182 attendees at the San Diego Business Journal’s Business Emergency Preparedness Panel Discussion.

San Diego Chief of Police Shelley Zimmerman told the group at the Crowne Plaza San Diego-Mission Valley that emergency-response agencies had learned a great deal from the wildfires of recent years. Even so, “we cannot prepare enough,” she said. “This is going to be a very dry fire season.”

Panel moderator Kevin Crawford, president and CEO of the United Way of San Diego, said businesses needed to consider how they would continue operating during emergencies. Planning Ahead

Panelist David Geier, vice president of electric and system engineering at San Diego Gas & Electric, said the utility would be there for its customers during emergencies. He offered coping tips for businesses. They included:

• Keeping employees and customers safe with evacuation and shelter-in-place plans
• Holding emergency drills in the workplace
• Creating business recovery plans
• Creating back-up systems for maintaining power and communications
• Identifying potential hazards

Geier said power shortages should not be a problem in San Diego County this summer, unless there are unforeseen emergencies.

“There could be something in Los Angeles that affects us in San Diego,” he said.

Considering Worst-case Scenarios

Panelist Holly Crawford, director of San Diego County’s Office of Emergency Services, is responsible for coordinating the overall county response to disasters.

“I get paid each day to think up worst-case scenarios,” she said.

In addition to wildfires, her office considers the possible outcomes of earthquakes along local fault lines. She noted that if there were earthquakes off the coasts of Alaska or Chile, the

continued on page A33
result could be tsunamis in San Diego County. While terrorist bombings since 9/11 have been uncommon in the U.S., they are something we have to be prepared for, she added.

Getting Ready
Panelist Susy Turnbull, regional disaster program officer for the San Diego/Imperial Counties Chapter of the American Red Cross, said her agency’s goals include helping people plan for disasters, build survival kits and receive emergency training.

She noted that many businesses fail following disasters, which can come in many forms, including storms, floods and medical emergencies. Workers who are unable to make contact with family members can become emotionally paralyzed in a crisis, she added.

“If you could not get to your cell phone, do you know the phone number of your spouse?” she asked.

Turnbull said the majority of business owners will take steps to prepare for emergencies if someone makes it easy for them to do it. She invited attendees to gauge their preparedness at the www.ReadyRating.org website.

Another emergency awareness website is PrepareSanDiego.org.

Focusing on Recovery
Panelist Sean M. Scott, author of “The Red Guide to Recovery-Resource Handbook for Disaster Survivors,” is a licensed general contractor who has helped people rebuild homes and businesses following disasters, such as fires or floods. He decided to write his book following the wildfires that hit Southern California in 2003 and 2007, destroying thousands of homes.

Scott said advance planning can help businesses stay open following disasters. When first responders leave the scene of a disaster, the victims often are on their own, he added.

He said one of the most common questions people ask firefighters is “What do I do now?”

Having adequate insurance is important. Scott said business owners should encourage employees who are renters to have sufficient renters insurance, in case their homes are damaged or destroyed.

Pulling Together
Panelist Doug Perry, a deputy chief and fire marshal with the San Diego Fire-Rescue Department, said local first-response agencies are pulling together to provide the best support they can for the public.

“If we have the resources, we’re sending them to you,” Perry said. “The regional approach is what we do.”

He urged business owners to schedule fire drills at least once a year. When the fire department arrives at a rescue scene, it needs to know where all of the workers are, he added.
The Ready Rating program is designed to help your business or organization get better prepared for emergencies. Below are the five cornerstone preparedness actions of the Ready Rating program. When you join the Ready Rating program, you’ll get access to a detailed Ready Rating Program Guide that guides you through each of these steps. This condensed version of the Program Guide is designed to provide a snapshot of how the American Red Cross can help your business get better prepared. The 123-point Red Cross Ready Rating 123 Assessment tool and Ready Rating 123 Program Guide are the result of a comprehensive review of preparedness recommendations conducted by the American Red Cross National Office of Preparedness and Health and Safety Services, the national Ready Rating team, and the American Red Cross Scientific Advisory Council. All Ready Rating program steps and recommendations are grounded in scientific research, best practices and/or expert opinion from respected professionals representing multiple disciplines and perspectives.

1. Commit to Preparedness

This step indicates your commitment to increasing your business’ or organization’s level of emergency preparedness during the course of the calendar year. You will be working to make your business or organization more prepared and to enhance overall community preparedness. Key actions for this step include:
- Having your business or organization make preparedness a priority by having senior leadership involved
- Appointing a Ready Rating liaison dedicated to completing the 123 Assessment

2. Conduct a Hazard Vulnerability Assessment

This step involves gathering information about possible emergencies that could impact your business and your facility’s capabilities to respond to and recover from a disaster. Key actions for this step include:
- Knowing your region and the types of disasters most likely to impact your business
- Obtaining a Hazard Vulnerability Assessment from your local emergency management agency
- Considering which hazards your facility is most likely to experience, based on proximity and past events

3. Develop an Emergency Response Plan

An emergency response plan describes the steps your business or organization will take to protect your business and employees before, during and after an emergency. Key actions for this step include:
- Identifying an emergency planning committee that is responsible for developing and implementing an emergency response plan
- Developing a written plan describing how your business or organization will respond during a disaster or medical emergency
- Creating a Continuity of Operations Plan (COOP)

4. Implement your Emergency Response Plan

This step involves continuing to work with the planning committee to implement the emergency response plan with employees. The key to implementing the plan is to make preparedness a part of the corporate culture. Key actions for this step include:
- Training employees on a regular basis about what to do during a disaster or emergency
- Acquiring and maintaining needed safety equipment and emergency preparedness supplies
- Showing employees how to be prepared at work and at home so they are better equipped to help the business respond to and recover from an emergency
- Conducting and assessing regular drills and exercises to determine the readiness of your employees and facilities

5. Help your Community get Prepared

Now that your company and employees are prepared, make at least one additional commitment to ensure that the overall community is prepared for a disaster or other emergency. Key actions for this step include:
- Hosting blood drives
- Contributing supplies and/or services to emergency response efforts
- Adopting a local school or school district and support their disaster and emergency preparedness programs.

Submitted by the American Red Cross
IT Disaster Recovery?

We’ve Got You Covered

STEVE WALLACE
CTO, AIS Data Centers
SDBJ 2013 IT Executive of the Year
Southwest Disaster Recovery Expert

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