

Crisis Management/All Hazards Planning

The most important step in preparing for a crisis you can take as a business owner is to GET A PLAN! As noted in the Crisis Management article in the Summer 2006 Florida Restaurant and Lodging Magazine, you should establish a plan, and exercise it to be ready if a disaster strikes your establishment or your community. Establishing a plan is not just to prepare for a disaster or to use during the disaster, it is also important that you have a business continuity plan for post-disaster activities.

There are many resources available if you want to develop a plan. If you visit the following web sites, you will certainly find some helpful information.

Visit this site first. It will get you started. <http://www.fldisasterkit.com/>

The next step is to go to STARTING POINT. It is a web site that will give you a customized task list to assist you in your planning.

<http://www.floridadisaster.org/businesssurvey/>

Third, visit the website managed by the Division of Emergency Management. It has a great overview and a lot of useful information such as the Florida County Emergency Managers' Contact information, Family and Employee Disaster Planning Information, FEMA information and the like.

<http://www.floridadisaster.org/DEMBusiness.asp>

Fourth, as noted in the article, if you are interested in receiving some information about a crisis management communication plan, please contact Geoff Luebke, Vice President of Education and Training at FRLA, (850) 224-2250 extension 249.