

Atlantic Hurricane Season 2010 Top 5 Things Businesses Need to Know to Prepare for a Storm

1. Know your risk and know your evacuation zone. Encourage your employees to do the same.

- Visit www.pinellascounty.org/emergency for zone and planning information.
- Call (727) 453-3150 to input your land line phone number and get your zone.
- Your zone is on your Utility bill and your Truth in Millage (TRIM) notice.
- Encourage your employees to know their zone and create a plan.

2. Sign up to receive emergency information from Pinellas County.

- Community Notification Service: To receive general public information on your cell phone, call 1-888-689-8905 from the device you wish to register and enter your zip code. You must be able to receive text messages from the device, and this service does not work with pre-paid phones. If you don't have FREE text messaging on your cell phone, you will be charged 5 to 10 cents for each text message.
- Receive email notifications from Pinellas County Economic Development in case of an emergency, including County emergency plans, evacuation orders and re-entry procedures: www.pced.org/subscribe.
- Sign up for E-Lerts at www.pinellascounty.org/emergency/subscribe.htm.

3. Develop Business Continuity and Communication Plans

- Use the **Florida Business Disaster Survival Kit** – www.FIDisasterKit.com. This is a comprehensive and automated wizard that utilizes business continuity best practices to help your company prepare and survive. Visit www.pced.org/hurricane for more links for Pinellas County businesses.
- Communicate your business hurricane plan to your employees. Encourage your employees to create personal emergency plans.
- Remember that your staff will need time away from work to prepare their homes and implement their family emergency plans.
- Ensure you can communicate with your employees, customers and vendors after a storm. Store their cell phone numbers, addresses, email addresses and out of the area contact information in a safe place and take it with you.
- Back up your files: data, customer lists, vendor information, insurance documents and inventory lists. Place this in your "go box" and take it with you in case of an emergency.
- Photographs and video can help you accurately record and then recover your inventory, fixtures and business equipment.
- Your corporate assessment and restoration team will need three items to identify themselves to officers at re-entry checkpoints: a valid Florida Drivers' License, company identification (preferably with a picture) indicating that they are your employee, and a letter from your company authorizing them as a first responder on your assessment and restoration team.

4. Review your insurance coverage to ensure it is sufficient.

- Consider Business Continuity or Business Income and Interruption Insurance
- It is important to know that neither home nor business insurance covers flood damage from a hurricane. Your agent can help you purchase a policy through the National Flood Insurance Program.

5. Establish Business to Business Emergency Partnerships and a Host Home program

- There is little you can do about office space that's been reduced to ruins. Address that potentially crippling problem by partnering with another business that is willing to offer a conference room or available space. Reciprocate by making space available to other businesses in need. Local Chambers of Commerce and professional industry organizations are great places to establish emergency business partnership.
- If your business is in a non-evacuation area, think about having your business serve as a host home for employees. For more information, visit <http://www.pinellascounty.org/emergency/hosthomes.htm>.
- Help employees help each other by establishing a host home program for your company. http://www.pinellascounty.org/emergency/PDF/hosthome_busflyer.pdf.

More information for businesses and complete planning tools are available at www.pced.org/hurricane.