

Panel: What could happen when that big storm hits

Wednesday, April 6
9:30am – 10:40am

Moderator:

Kevin Geiger, Two Rivers-Ottawaquechee Regional Commission, Woodstock, VT

Panelists:

**Brian Arnold, Owner & Operator
Nepenthe Homebrew, Baltimore, MD
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**Gene Taylor, Safety/Risk Manager, Chief Security Officer
National Aquarium, Baltimore, MD
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**Patrick Crowl, Chariman of Fun
Woodstock Farmers Market, Woodstock, VT
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**Victor Chan, Owner
SUteiShi Sushi & Japanese Restaurant, New York, NY
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Due to
weather,
We will be
Closed, August
28th
Sorry for any inconvenience.





Aftermath





Coming Back





Disaster Planning

THANKS IRENE!

LESSONS LEARNED:

- **YOU MUST HAVE THE STOMACH TO DEAL WITH CHAOS**—It's personality based. If you are not a leader for that type of business situation, find someone to lead.
- **SURROUND YOURSELF WITH GREAT PEOPLE**—If you don't have 'em, find 'em. Family, friends, etc.
- **KEEP UP THE MOMENTUM: DO THINGS QUICKLY**
- **FIND THE MONEY—BE CREATIVE**—Irene Cards (pre-paid discounted shopping cards), Benefit dinners, etc.
- **USE THE GREATNESS YOU'VE CREATED IN YOUR COMMUNITY TO YOUR ADVANTAGE**—for advise, money, cleanup, support

CRISIS: HOW WFM DID IT



PHASE ONE: Cleanup quickly; Take photos, videos, make phone calls--insurance and insurance adjuster, accountant. Find a public adjuster. (Days 1 and 2)

PHASE TWO: Use The Matrix –Meet Every AM with team; Delegate tasks (Days 2 and 3)

- Physical plant issues
- Financial Issues
- Human Resource Issues
- Marketing and PR

PHASE THREE: Wash, Rinse, Repeat Phase 1&2 (Days 3-7)

PHASE FOUR: Reality bites – I am all alone!
(not really but it feels that way days 7-14).
Always keep positive! Keep using Matrix.

Disaster Finance 101-Expenses > Income



“Income”:

- Savings
- Irene Card Income
- Floor Insurance Money
- VEDA Loan Proceeds
- Customer Loans/Gifts

Expenses of the Flood:

- Cost of Construction
- Cost of New Equipment
- Cost of Cleanup
- Cost of the Adjustor
- Payroll leftover/current
- Mortgages/debt—work with bank
- Payables—work with vendors to freeze