



## Keeping Our Businesses Strong: Strategies for Business Continuity in the Face of Disasters

Tuesday, May 12, 2015 • 8:30 am – 12:30 pm

Brunswick Community College Leland Center, 2045 Enterprise Boulevard, Leland, NC

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| <b>8:00 – 8:30 am</b> | <b>Registration and Networking</b><br><i>Coffee provided by the North Brunswick Chamber of Commerce</i>  |
| <b>8:30 – 8:45 am</b> | <b>Welcome and Introduction</b> <ul style="list-style-type: none"><li>• TBA</li><li>• Dana Crater, Senior Economic Development Associate, International Economic Development Council</li></ul>   |
| <b>8:45 – 9:00 am</b> | <b>Setting the Stage: Summary of the Recent Business Continuity Focus Groups</b> <p>The workshop will kick off with a summary of the recent IEDC and NADO Research Foundation-sponsored focus groups. The focus groups brought together representatives of small and large businesses, economic development organizations, and local governments to share feedback on successes, challenges, and needs related to business continuity and the preparedness of the regional economy for natural disasters.</p> <ul style="list-style-type: none"><li>• Dana Crater, Senior Economic Development Associate, International Economic Development Council</li></ul> |

- 9:00 – 10:30 am**      **Scenario Exercise: When a Hurricane Hits Your Business**  
Experts will lead the group through a highly interactive, thought-provoking scenario exercise exploring what happens when an unexpected disruption—in this case, a hurricane—hits a business. Participants will gain new insight into the risks to their business or organization and how they can proactively address them.
- *Scott Cave, Principal, Atlantic Business Continuity Services*
- 10:30 – 10:45 am**      **Break**
- 10:45 am – 12:00 pm**      **Business Continuity 101: Overview and Discussion**  
This session will provide an overview of business continuity planning and walk through the process of creating a plan, a critical step to minimize disruption from severe weather or any other kind of unexpected event. Participants will receive easy-to-use worksheets, learn how to fill them out, and get practical tips on strengthening preparedness with limited time and resources.
- *Gail Moraton, Business Resiliency Manager, Insurance Institute for Business and Home Safety*
- 12:00 – 12:15 pm**      **Preliminary Recommendations from Last Month’s Focus Groups**  
IEDC will share the preliminary recommendations from the focus groups and facilitate a discussion about them. Participants will be invited to provide feedback on successes, challenges, and needs related to business continuity and the preparedness of the regional economy for natural disasters. IEDC and the NADO Research Foundation will incorporate this feedback into their technical assistance memo of recommendations for strengthening business continuity and economic resilience.
- *Dana Crater, Senior Economic Development Associate, International Economic Development Council*
- 12:15 – 12:30 pm**      **Wrap-Up and Adjourn**
- *Kim Wiggs Gamlin, Director, Small Business Center, Brunswick Community College*
  - *Susan Cruse, Chairman of the Board, North Brunswick Chamber of Commerce*
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