



MARCH 10-11
WILMINGTON, NC
CONWAY, SC

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

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

Tuesday, March 10, 2015 • 8:00 am – 12:00 pm

Wilmington Chamber of Commerce, One Estell Lee Place, Wilmington, NC

7:30 – 8:00 am

Registration and Networking

Coffee will be provided by the Wilmington Chamber of Commerce.

8:00 – 8:15 am

Welcome and Introduction

- *Connie Majure-Rhett, President & CEO, Wilmington Chamber of Commerce*
- *Megan McConville, Program Manager, National Association of Development Organizations*

8:15 – 8:30 am

How is Your Business Vulnerable to Disasters? Collecting Feedback to Inform IEDC and the NADO Research Foundation's Technical Assistance

The workshop will kick off with a summary of the technical assistance IEDC and the NADO Research Foundation are providing to the region. Participants will be invited to provide written feedback on successes, challenges, and needs related to business continuity and the preparedness of the regional economy for natural disasters.

- *Dana Crater, Senior Economic Development Associate, International Economic Development Council*

- 8:30 – 10:00 am** **Scenario Exercise: When a Tornado 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 tornado—hits a business. Participants will gain new insight into the risks to their business or organization and how they can proactively address them.
- *Joseph Stringer, Certified Risk Manager and Co-Chairman of Charleston County Emergency Operations Center Business and Industry Function, Anderson Insurance Associates*
- 10:00 – 10:15 am** **Break**
- 10:15 – 11:30 am** **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*
- 11:30 – 11:45 am** **Discussing Your Feedback**
IEDC will facilitate a discussion about 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*
- 11:45 am – 12:00 pm** **Wrap-Up and Adjourn**
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- 2:00 pm – 5:00 pm** **One-on-One Expert Consulting (By Appointment Only)**
During this time, selected participants will have the opportunity to work one-on-one with our business continuity specialists to address their unique challenges. This is by appointment only. Please indicate your interest on your [registration form](#) and we will follow up with you.