



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

Wednesday, March 11, 2015 • 8:00 am – 12:00 pm

Horry County Government and Justice Center, 1301 Second Avenue, Conway, SC

7:30 – 8:00 am

Registration and Networking

Light refreshments will be provided by the Myrtle Beach Area Chamber of Commerce and Horry County.

8:00 – 8:15 am

Welcome and Introduction

- *Vickie Burkett, Recovery and Special Needs Program Manager, Horry County Emergency Management Department*
- *Megan McConville, Program Manager, National Association of Development Organizations*

8:15 – 8:30 am

Setting the Stage: Summary of Last Month's Focus Groups

The workshop will kick off with a summary of last month's 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.

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

- 8:30 – 9:45 am** **Scenario Exercise: When an Earthquake 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, an earthquake—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*
 - *Joseph Stringer, Certified Risk Manager and Co-Chairman of Charleston County Emergency Operations Center Business and Industry Function, Anderson Insurance Associates*
- 9:45 – 10:00 am** **Break**
- 10:00 – 11:15 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*
- 11:15 – 11:45 am** **Preliminary Recommendations from Last Month’s Focus Groups**
IEDC will share the preliminary recommendations from last month’s focus groups and facilitate a discussion about them. IEDC and the NADO Research Foundation are incorporating the focus group findings into a memo of recommendations for addressing regional economic vulnerabilities and 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**
- *Vickie Burkett, Recovery and Special Needs Program Manager, Horry County Emergency Management Department*
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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.