

Sturbridge Business Breakfast – 3 March 2020

Presented by the Sturbridge Economic
Development & Tourism Office

Agenda

- Welcome and introductions
- Town Updates
- Cyber Security for Business
- Preparing Your Business for Emergencies
- Question and Answer
- Thank you

Introductions

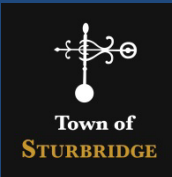
Please share your:

- Name
- Business
- Something about your business

Town Update

Presented by:

Kevin Filchak, Economic Development & Tourism
Coordinator



Town Update

- Branding and Marketing Update
- Economic Development Self Assessment / Benchmarking Update
 - www.sturbridge.gov/businesses/pages/reports
- 2019 Business of the Year – Winners
 - Alternatives for Health
 - Sturbridge Seafood
 - Comfort Inn
 - Escape the Pike



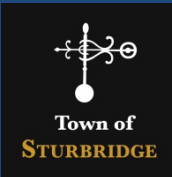
Town of
STURBRIDGE

Town Update (cont....)

- Business Retention and Expansion Program (BR&E)
 - Business Classes
 - Business Tours
 - Façade Improvements
 - Incentives and Support
 - Visitor Guides
 - www.sturbridge.gov/for-business
- Community Events – Upcoming
 - Sturbridge Restaurant Week, 16 March – 29 March
 - AAA Travel Show
 - Community Bonfire, 1 May

Cyber Security for Business

Presented by:
Dave Demings



Preparing your Business for Emergencies

Presented by:

Kevin Filchak, M.P.A., Emergency Mgmt. Coordinator

Dave Demings, CERT Team Leader

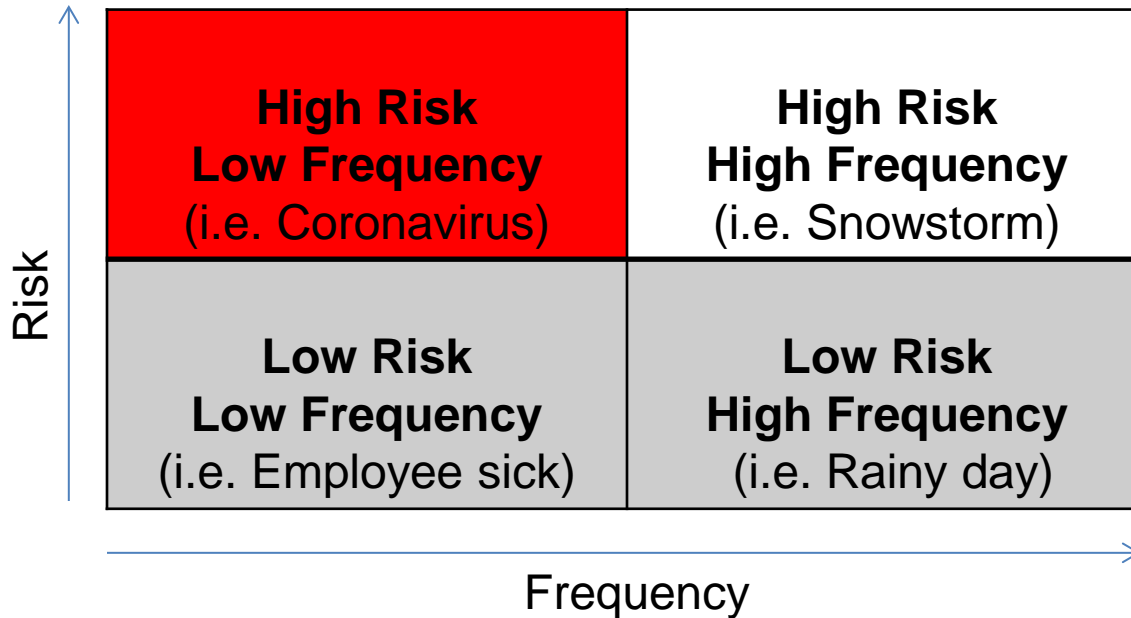
Businesses and Disasters

“Up to 40% of businesses affected by a natural or human-caused disaster never reopen”

– Department of Homeland Security (DHS)

Murphy's Law and Risk

- If something can go wrong, it can and it will*



Risks for Business?

- Financial – lost revenue, repair costs, clean up, insurance, etc.
- Legal – liability, etc.
- Economic – Supply chain issues, local economic downturn, etc.
- Public Relations – loss of customers, reputation, etc.

Word of the Day – MITIGATE

- As business leaders you *MUST* look at ways to mitigate hazards
- Pre-Plan
 - Rule of 3: Redundancy, redundancy, redundancy
 - Continuity of Operations Plan (COOP)
 - **Write it down**
 - Think, what are the specific needs of the following in an emergency and how do you meet them?
 - You
 - Your Business
 - Your Employees
 - Your Customers
- Zero Cost, Low Cost and Investments
- Don't reinvent the wheel, learn from best practices

Insurance and the IRS

IRS

- Back up important documents
 - Don't leave everything online
- Publication 584-B, Business Casualty, Disaster and Theft Loss Workbook
- Picture documentation

Insurance

- Do you have the proper coverage? What is your coverage?
- Talk with your broker
- *“Insurance is only a partial solution. It does not cover all losses and will not replace customers.” – DHS*

Communication

- *“News travels fast and perceptions often differ from reality. Businesses need to reach out to customers and other stakeholders quickly” – DHS*
- How you communicate before, during and after a disaster
- Internal and external customers

Plans you should have

- Continuity of Operations
 - To make sure your business can keep running
- Emergency contact information
 - To make sure you can get in touch with employees, families, suppliers, banks, etc.
- Property record
 - To make sure you know what you have, what you rent, what you own
- Emergency Plans
 - i.e. Fire escape routes, Active Shooter plans, rally points, etc.

Teach, re-teach and test these plans with your employees often

- www.ready.gov/plan



Resources to help

Websites

- www.dhs.gov
- www.fema.gov
- www.ready.gov
- www.redcross.org
- www.Readyrating.org
- www.sturbridge.gov

Phone Numbers

- 9-1-1
 - For ALL emergencies
- (508) 347-2525 ext. 0
 - Sturbridge Police and Fire
- (508) 347-3352
 - State Police Barracks, Sturbridge
- (508) 347-2525 ext. 331
 - Sturbridge Emergency Management



Questions and Answer

Here is your opportunity to ask the Town questions, share ideas and concerns, or share information with the group.



Town of
STURBRIDGE

Kevin Filchak,
M.P.A.

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- Thank you for coming
- Thank you Cornerstone Bank for providing breakfast

