Even if the worst happens, be prepared to stay *Open for Business®*

Diana McClure  
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A CASE STUDY IN BUSINESS CONTINUITY: IS YOUR BUSINESS THIS READY?

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Whatever name your local grocer goes by, chances are they are a linchpin to the community and closing the doors in a disaster would have widespread consequences. Today's Cincinnati Enquirer profiles the Kroger chain of grocery stores as a case study in business continuity planning. While the sophistication of the operation may be too much for some smaller businesses, there is a lesson in how well the stores have performed post-disaster.

"Kroger associates work around the clock to track bad weather forming from Anchorage to Atlanta, the newspaper writes. They're looking for mudslides in Washington State, forest fires in California, tornadoes in Kansas, hurricanes in Texas, ice storms in the Southeast.

www.DisasterSafety.org
### PS-PREP CROSSWALK

Voluntary Private Sector Preparedness Accreditation and Certification Program Target Criteria for Preparedness, Standards for Implementation (NFPA 1600, ASIS SPC.1, BS 25999 Parts 1 and 2) and the IBHS Open for Business® Program

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<td>1 Scope and Policy</td>
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Open for Business®
Online Training Series

1. Welcome & Introduction
2. Safeguarding Your Investment
3. Your Critical Resources
4. Developing Continuity Plans
5. Dependency Forms
6. Technology Forms
7. Incident Response
8. Scorecard & Wrap Up
Lessons Learned: Who Can Help?
What is the Message?

- Peace of mind
- Protect assets and investment
- Protect critical business systems and ability to restore them
- Sustain revenue/income
- Exercise due diligence to meet legal, regulatory, financial & contractual obligations
- Remain competitive
- Preserve reputation
Thank you.
Any questions?

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