

Greater Eastern Oregon Development Corporation

Proudly serving Gilliam, Grant, Harney, Malheur, Morrow, Umatilla and Wheeler counties

**START WHERE YOU ARE.  
USE WHAT YOU HAVE.  
DO WHAT YOU CAN.  
-ARTHUR ASH**

## YOU ARE A NATURAL

"Amid the coronavirus pandemic, businesses are adapting by making major changes to their operations...8 in 10 reported that they have made adaptations to their business in response to COVID-19.

Business owners have learned that the previous status quo won't work now. The majority of businesses have reconfigured their operations and for many, these changes will be permanent. Their confidence may be shaken, but we know through history...that *business owners are resilient and they know how to adapt to change.*<sup>1</sup>

Unfortunately this is will not be the last time a disruption affects your business. With your resiliency to change and a little prep work, you will be set up for even more success!

## YOUR VOICE MATTERS

I am working with other volunteers on a statewide rural needs assessment and I need your input!

[Click here](#)

## RESOURCE HUB

I have added more resources and categories of topics. I try to regularly update and add relevant information for you.

[Click Here](#)

## ONE SMALL THING A WEEK

No matter what size your organization is, it is important to think about your risks and how you can reduce their impact on your business and be prepared to respond.

I have 2 things on the next page to help you take one step towards resiliency:

**Winter Preparedness Checklist**  
**Know Your Employee**

Scroll down for more info

# Don't Be Fooled

There are actually 11 seasons

- winter
- fool's spring ← We are here
- second winter
- spring of deception
- third winter
- mud season
- actual spring
- summer
- false fall
- second summer
- actual fall

It's more common than you may think; **1 in 3** businesses say they have been affected by natural disasters in some way.<sup>2</sup> The average loss due to closure for a small business is **\$3000/day**; and **49%** of business owners said it would take their

business at least **3 months** to recover from a natural disaster.<sup>3</sup>

Luckily this doesn't have to be you! We know that the 2nd and 3rd winter are on it's way and we can prepare for the changes in weather. The SBA has created checklists to help you prepare for a variety of natural disasters. Check out the other checklists [here](#).



## WINTER WEATHER PREPAREDNESS

Winter weather brings concerns about heat and maximizing its retention, frozen pipes, and access to your place of business. The following checklist will help you identify the areas of your business that are most susceptible to winter hazards and to suggest ways to minimize damage. It is a good idea to develop a plan of action for your business and your staff to be ready for this type of interruption. Below you will find critical information and preparedness tools to assist in protecting your business and the most critical element of your business – your employees.

<input checked="" type="checkbox"/>	<b>Before the Storm</b>
<input type="checkbox"/>	Check your insurance coverage for protection against winter hazards.
<input type="checkbox"/>	Develop a procedure for restoring electrical services on an item-by-item basis.
<input type="checkbox"/>	Develop a procedure for relocating salvageable and undamaged stock and supplies.
<input type="checkbox"/>	Add the following supplies to your disaster supplies kit: rock salt (to melt ice on driveways), sand (to improve traction), and snow shovels (or other snow removal equipment).
<input type="checkbox"/>	Determine your greatest risk potential: loss of heat, frozen pipes, and/or loss of access due to snow/ice.
<input type="checkbox"/>	Identify who is responsible for keeping heating equipment in good working order: business owner or landlord.
<input type="checkbox"/>	Identify who is responsible for snow/ice removal: business owner or landlord.
<input type="checkbox"/>	Determine what equipment needs to be protected from freeze-up, i.e. computers, telecommunications, manufacturing equipment, etc.
<input type="checkbox"/>	Are portable heaters or other emergency equipment needed?
<input type="checkbox"/>	If snow and/or ice prohibit access to your business, are there alternative ways to enter your premises?
<input type="checkbox"/>	Seal all openings with caulking and insulation where cold air can enter.

[Click here to see full size](#)

## Take One Step Towards Resiliency

Last week we looked at operations; the "You are a Natural" bubble echo's the importance of understanding your key operations and having a plan on how you will get your business operations up and running as quick as possible. Being able to pivot and get back to a new "normal" will help minimize loss for your business.

This week:

### 2. Know Your Employees

Connecting with your employees before, during, and after a disruption is critical. Collecting key information can help you recover quickly.

Simple, yet useful and important in an emergency! Be sure to keep your **updated** employee information in a few places that you will be able to access from multiple locations (online/cloud and printed at the office).

### 3. KNOW YOUR EMPLOYEES

USE THIS FORM TO RECORD INFORMATION ABOUT ALL EMPLOYEES, INCLUDING THE BUSINESS OWNER, SO THAT EACH PERSON CAN BE CONTACTED AT ANY TIME.

**EMPLOYEE NAME:** \_\_\_\_\_

Position/title: \_\_\_\_\_

Key Responsibilities: \_\_\_\_\_

Alternative Employee Who Can Perform Duties: \_\_\_\_\_

Home address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Office phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Alternate phone: \_\_\_\_\_

Home phone: \_\_\_\_\_ Mobile phone: \_\_\_\_\_

Office e-mail: \_\_\_\_\_ Personal e-mail: \_\_\_\_\_

Special needs: \_\_\_\_\_

**Certifications:**

First Aid  Emergency Medical Technician (EMT)  CPR  Ham Radio

Other: \_\_\_\_\_  Special licenses: \_\_\_\_\_

**Evacuation Information**

County: \_\_\_\_\_ Evacuation Zone: \_\_\_\_\_

Evacuation Destination: \_\_\_\_\_

**Local Emergency Contact**

Full name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Home phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Out of State Emergency Contact**

Full name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Home phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

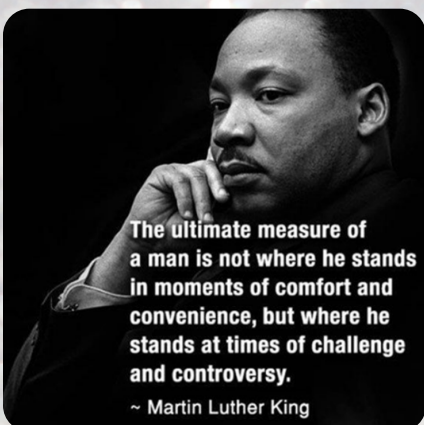
E-mail: \_\_\_\_\_

Notes: \_\_\_\_\_

[Click here for PDF Worksheet](#)

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Happy MLK Day!



I want to hear from you!

How can I better assist you?  
[Write your response here](#)

Shoot me an email or call! I would love to chat with you and help you through resiliency planning.

[SUBSCRIBE](#)  
click here



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1. Group, PNC Financial Services. "Amid Pandemic, Small Business Owners Respond With Meaningful Transformation; Remain Resilient, PNC Survey Shows." Cision PR Newswire: News Distribution, Targeting and Monitoring, 28 Sept. 2020. [www.prnewswire.com/news-releases/amid-pandemic-small-business-owners-respond-with-meaningful-transformation-remain-resilient-pnc-survey-shows-301138367.html](http://www.prnewswire.com/news-releases/amid-pandemic-small-business-owners-respond-with-meaningful-transformation-remain-resilient-pnc-survey-shows-301138367.html). Fairchild, Gregory B., et al. "Keys to Small Business Resilience in Uncertain Times." Darden Ideas to Action, 2 June 2020. [ideas.darden.virginia.edu/keys-to-small-business-resilience-uncertain-times](http://ideas.darden.virginia.edu/keys-to-small-business-resilience-uncertain-times).

2. "Top Natural Disasters That Threaten Businesses." ECU Online, 30 Jan. 2019. [safetymanagement.ecu.edu/](http://safetymanagement.ecu.edu/).

3. "68% Of Small Business Don't Have a Disaster Plan." CPA Practice Advisor, 10 Sept. 2018. [www.cpapracticeadvisor.com/small-business/news/12429207/68-of-small-business-dont-have-a-disaster-plan](http://www.cpapracticeadvisor.com/small-business/news/12429207/68-of-small-business-dont-have-a-disaster-plan).