

# RESILIENCE

## Putting the “How-To” in Resilience

Wednesday, October 29th, 2014

8:30 am - 3:00 pm

Woodlake Country Club  
25 New Hampshire Avenue  
Lakewood, NJ



U.S.  
Resilience  
Project

SBA.GOV  
U.S. Small Business Administration

TRAVELERS INSTITUTE  
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### Sponsorship Opportunities Available

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The same business practices that help companies weather any storm – from market disruptions to hurricanes – also create the flexibility, agility and connectedness that drive prosperity. The Resilience Workshop is designed for business managers to learn about business practices that help them prepare for the unexpected and to make a business case for that investment. The Workshop will help participants:

- Identify the capabilities and competencies that their companies will need to manage the impact of disruption -- before the next crisis hits.
- Learn from business best practices and processes that mitigate the impact of infrastructure disruptions.
- Catalyze a solutions-focused dialogue among managers from small businesses, large businesses and government.
- Look beyond risk to opportunity: understand how resilience tools can drive growth and innovation.
- Work with national and international leaders in Business Resilience, including:
  - Nathaniel Forbes, Director International Association of Emergency Managers, author of Calamity Prevention blog
  - Tony MacDonald, Director, Urban Coast Institute
  - Michael Winter, Chief Administration Officer, Choose New Jersey

*By Invitation Only*

No charge for admission or parking to participants.

**“Resilience is not just about strengthening our ability to deal with disruption. It also drives better customer service, operational excellence and productivity.”**

*Don Wirth, former Vice President, DuPont  
Resilience Workshop Keynote Speaker*

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## What You Will Learn at the Workshop



U.S. Resilience Project



## Why should you care about becoming resilient?

**43.5%**

More than 43% of SMEs do not reopen following a disaster.

**29%**

29% of SMEs close for good within 2 years.

**57%**

57% of SMEs have no disaster recovery plan.

## What new risks should you be preparing for?



### CYBER RISKS

Cyberattacks on small businesses rose 300% in 2012.



### CHANGING CLIMATE RISKS

Weather-related losses rose to more than a trillion dollars in 2012 and the changing climate will make New Jersey increasingly vulnerable to losses.



### ENERGY RISK

The US Department of Energy warns that power outages are likely to be more frequent. Small businesses can lose \$3,000/ day during downtimes.

## What are the best practices in Resilience?



Stay alert to potential shifts and shocks.



Engage employees in problem-solving.



Create simple, standardized and sustainable operating disciplines.



Communicate up, down and across the organization.



Know your value chain.



Learn what your suppliers, customers and competitors know.

***For Additional Information or to RSVP:***

**<http://bit.ly/resilience-njsbdc-modc-2014>**