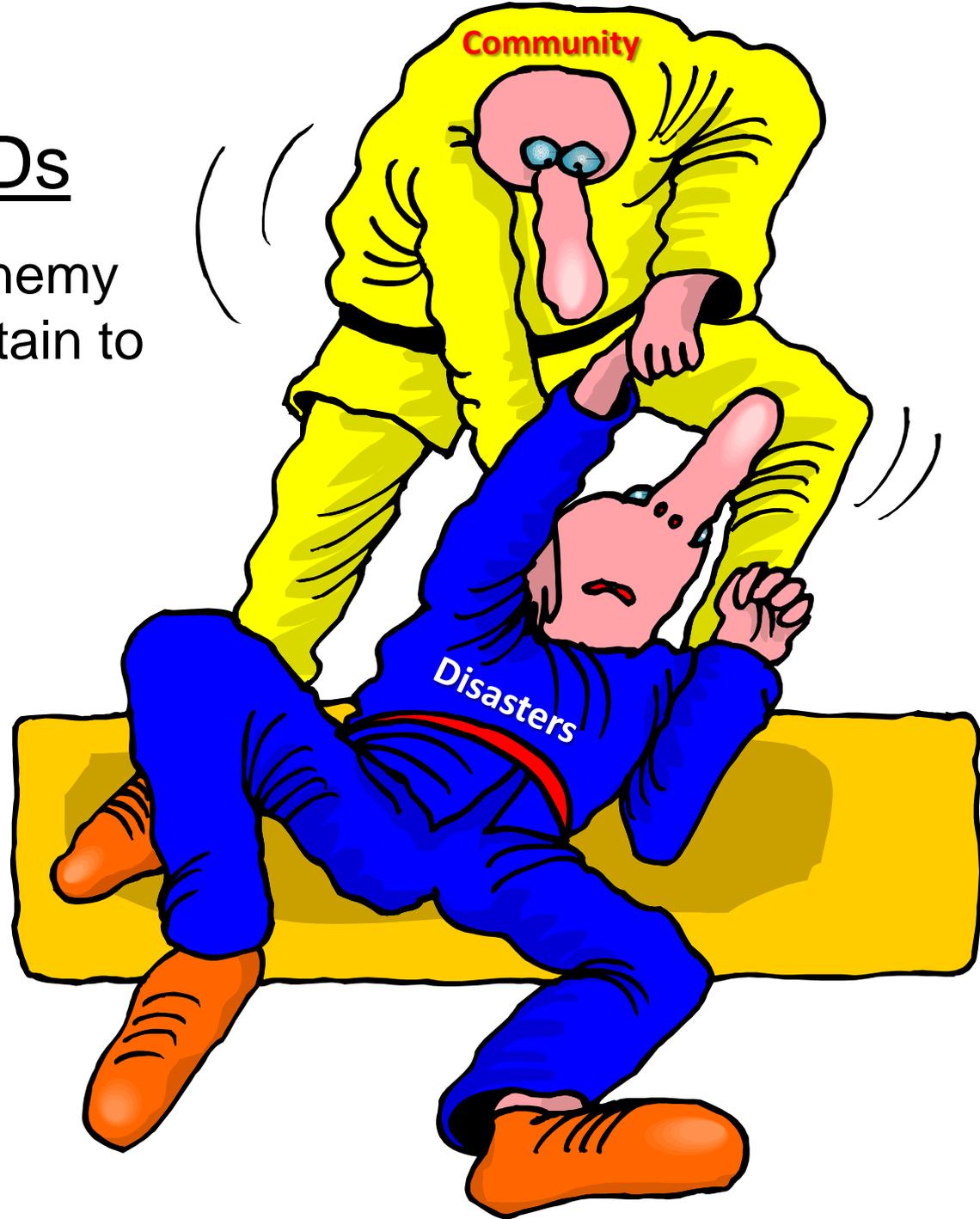


The Tao of COADs

If ignorant both of your enemy and yourself, you are certain to be in peril. Sun Tzu

If you know the enemy and know yourself you need not fear the results of a hundred battles. Sun Tzu



The Tao of COADs

Tao or **Dao** is a Chinese word meaning 'way', 'path', 'route', or sometimes more loosely, 'doctrine' or 'principle'...Dao is considered to have ineffable qualities that prevent it from being defined or expressed in words. It can, however, be *known* or *experienced*, and its principles can be followed or practiced.

- **Community**-a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage.
- **Organizations**- a group of persons organized for some end or work
- **Active**-engaged in action; characterized by energetic work, participation
- **Disasters**- a calamitous event, especially one occurring suddenly and causing great loss of life, damage, or hardship, as a flood, airplane crash, or business failure.

SUN TZU QUOTE

- If ignorant both of your enemy and yourself, you are certain to be in peril. Sun Tzu
- If you do not know the local hazards and your vulnerability, and you do not know what assets are in your community, you could be in trouble.

SUN TZU QUOTE

- If you know the enemy and know yourself you need not fear the results of a hundred battles.
Sun Tzu
- If you are aware of the local hazards, understand your vulnerabilities, and know what resources and assets are available in your community, you are on your way to resilience.

SAFER Santa Rosa

SAFER-Support Alliance For Emergency
Readiness (www.safer santarosa.org)

MISSION: to foster efficient, streamlined service delivery to people affected by disasters, while eliminating unnecessary duplication of effort, through cooperation in the four phases of disaster: preparation, response, recovery, and mitigation.

SAFER

VISION: To create the most resilient community possible to safeguard our way of life

SAFER Santa Rosa County is a humanitarian association of independent organizations who may be active in all phases of disaster.

By laws

- Liaison positions are available on the board for non voting members who represent partner programs from adjacent counties such as BRACE in Escambia. The Liaison positions are to maintain an open dialogue with like minded organizations that, due to by law constraints, are limited to working in a specific jurisdictional area. The specific reason for the liaisons is to maintain the Western Panhandle Critical Infrastructure Program Group which consists of Santa Rosa, Escambia and Okaloosa counties, representing a regional public/private partnership venue.

Replicable Programs

- EscaRosa Business Continuity Initiative (BCI)
- Business Emergency Response Toolkit (BERT)
- Preparedness Expos
- Citizen Corps opportunities
- ESF 15 and ESF 18 are venues of participation

**EscaRosa
Business
Continuity
Initiative
Workgroup**

Includes core group from both counties dedicated to developing a plan and implementing programs and initiatives that support local businesses

BRACE

**SAFER Santa
Rosa**

**Preparedness
Committee**

**Business
Continuity
Committee**

**Chambers of
Commerce**

**Chambers of
Commerce**

ESF 18

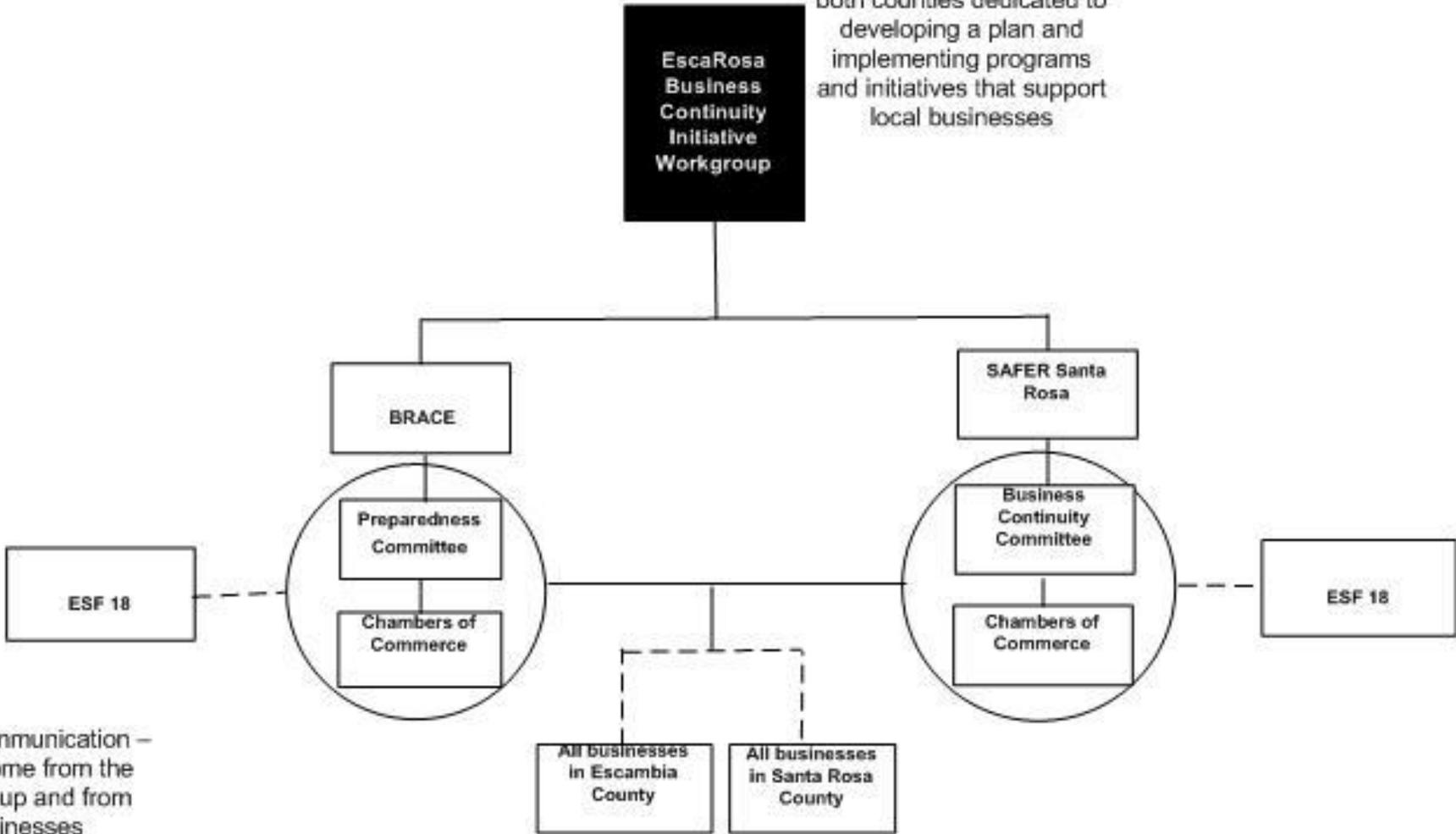
ESF 18

**All businesses
in Escambia
County**

**All businesses
in Santa Rosa
County**

2 way communication – ideas come from the workgroup and from businesses

This is the target of all initiatives and programs developed by the workgroup





Business Emergency Recovery Toolkit

You will need important documents to aid in the recovery of your business after a disaster. Use this bag to keep copies of your documents and don't forget to take BERT with you!

- Insurance Policies
- Customer Contact Lists
- Backup Computer Files
- Supplier/Vendor Lists
- Continuity Plan
- Employee Contact List
- Photographs of Property
- Financial Statements
- Inventory Lists

BAG PROVIDED BY BOARD OF COUNTY COMMISSIONERS, YOUR LOCAL CHAMBERS AND BUSINESS SPONSORS:



Lifeflight
1977-2007

Mediacom

**GULF
POWER**
A SOUTHERN COMPANY

TAMINCO
people & molecules



*The Real
Yellow Pages*

*YOUR COUNTRY
102.7 WXBM*



Gulf Breeze Area
Chamber of Commerce™
www.gulfbreezechamber.com

SANTA ROSA
MEDICAL CENTER
Your Key to Better Health

Gulf Breeze
**Natural
Gas**
MADE IN USA

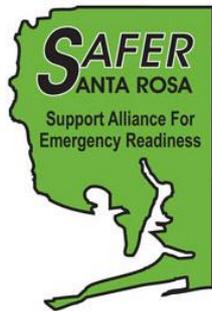
EREC
ESCAMBIA RIVER
ELECTRIC COOPERATIVE, INC.

A Touchstone Energy Cooperative

**Breeze
PROMOTIONS**

**SAN
CATHOLIC
PARISH**
Gulf Breeze





CREATING A SAFER SANTA ROSA

RSVP
Lead With Experience



2012 Preparedness EXPO

Support Alliance For Emergency Readiness (SAFER) has scheduled the third annual Preparedness Expo for **June 23, 2012** at the City of Gulf Breeze [Recreation Center](#). The purpose of the Expo is to offer attendees critical information in order to ensure their homes and businesses are protected against disaster. This Expo will run from 10a.m. – 2p.m. Our sponsors, Retired Senior Volunteer Program and Hometown Contractors would like to invite you to participate.

We would like to invite members of the public to attend. We should have a great line of vendors and other activities for you. Watch for more information on the scheduling of these classes, or regularly visit www.safersantarosa.org for updates. You may also visit us on facebook.

We would also like you to consider ways in which your company can be a part of and benefit from this important community event. In addition to participating as an exhibitor, we also have many sponsorship opportunities, which include booth space, and more exposure in the community. Let us know if you would like more information about Expo Sponsorship or if you have any Expo questions by contacting Brenda at brsvpsantarosa@mchsi.com or 983-5220.

SAFER is a 501(c)(3) nonprofit organization whose core purpose is to engage our community in disaster preparedness, response and recovery and was established to engage all sectors of the community to ensure scarce resources are utilized effectively, efficiently and with minimum duplication. Our hope is that you can support this effort by attending this EXPO.

In service to our community,

SAFER Board

Advanced CERT Academies

- BRACE, SAFER, both county EM programs, and both county Citizen Corps programs collaborate when Advanced CERT Academy opportunities are presented. CERT and MRC members are welcome, UWF dorms are used, and we train and exercise both counties volunteers over a long weekend.

Questions?

?