

# How to Manage Through a Catastrophic Event

## **Moderator:**

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## **Panelists:**

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Steve Liffers, Denali

Jim Weber, Ohio Mulch



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# Denali's Swanson Longview Plant Fire



Fire  
Example  
Video



Fire  
Example  
Video



















Fire Example  
Video – Ohio  
Mulch



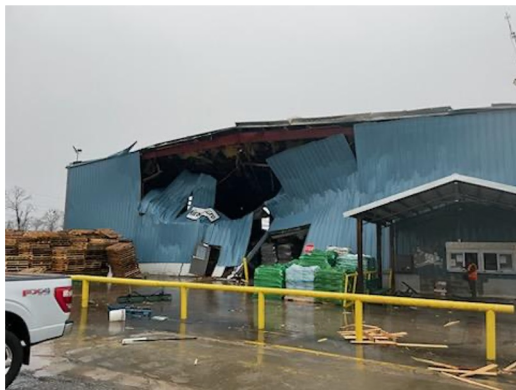
Fire Example  
Video – Ohio  
Mulch





# SMG: Jackson, GA Tornado Event 1/12/23

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## Keys to Successful Response

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- Emergency response preparedness
- Act fast at all levels or organization
- Collaborate and pull stakeholders together
- Document, document, document
- Communicate, communicate, communicate
- Develop business interruption plan
- Debrief to adapt and improve

# Adapt and Improve: Storm Shelter Options

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## Recommendations Related to Insurance

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- Good broker and good claims support advocate- consistently engage adjusters through the process
- Ensure value is up to date on an annual basis including appraisals as needed
- Do your best w/ loss prevention - do the little things to have a positive impact for being prepared
- Engage Insurance forensic accounting group