

Lessons Learned from Hurricane Isabel

and Other Nefarious Events:

How Internal and External Partnering is Critical to
Recovering Your Operations



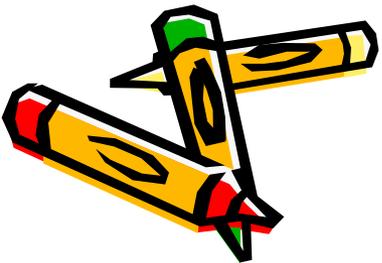
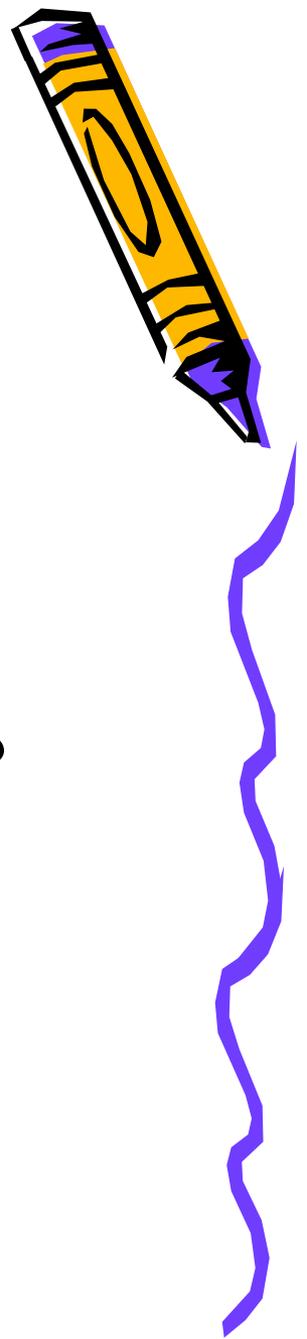
Blaise D'Ambrosio
Global Business Continuity Manager, T. Rowe Price
blaise_dambrosio@troweprice.com

You Are Not a Weather Expert

- or a Flood Plain Expert.
- 2:00AM: Inner Harbor High Tide: "Looks fine to me!"
- 6:30AM: Pratt Street is Flooded.

Partnering Opportunity

- Speak with Local Government, What Are they preparing for? What has happened in the past?
- Ask Your Insurer, They'd Love to Help You Mitigate Your Risk!!
- Take 'Em To Lunch.

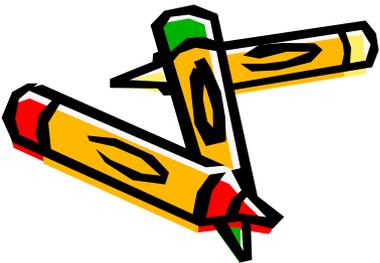
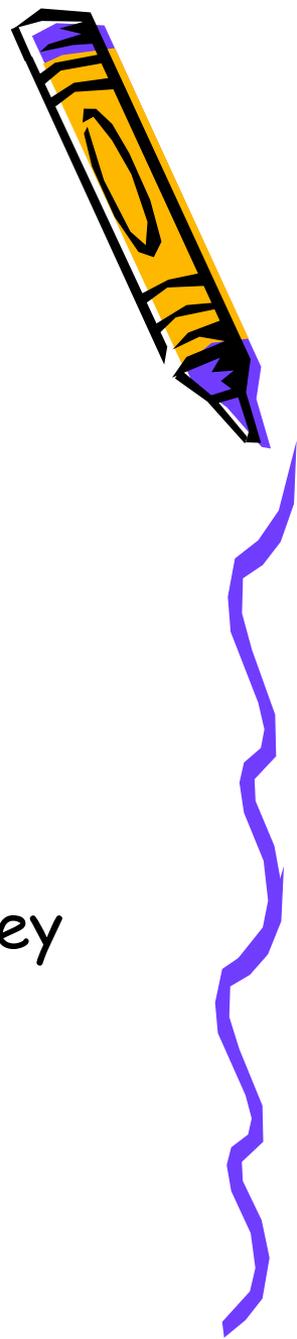


You are not a Building Expert

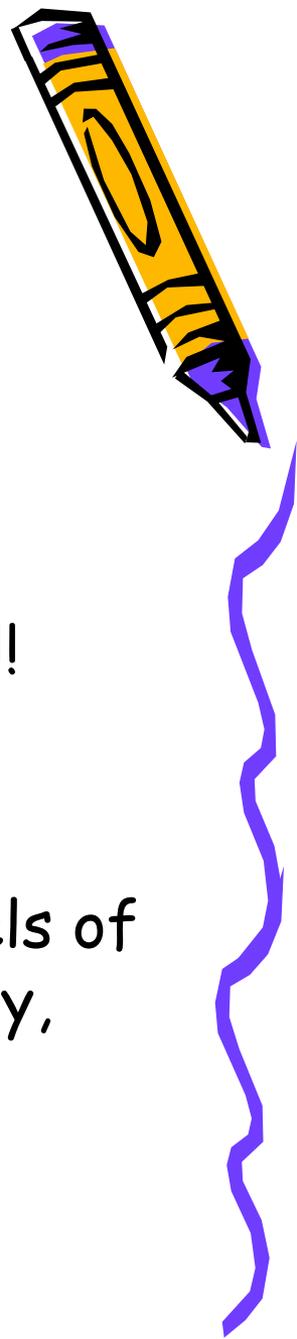
- 6:30AM: Pratt Street's flooded but building's OK.
- 8:30AM: Giving employees directions to Light St Entrance.
- 9:30AM: Building Mgr. Says, "Get Out!"
- 9:31 AM: "What the 'bleep' is a switch gear room?"

Partnering Opportunity

- Know Your Building (which means know your vulnerabilities)
- Know Your Building Manager and Make Sure They Know You!
- Take 'Em To Lunch.



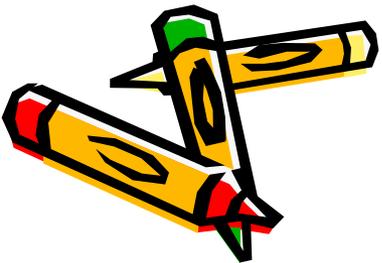
You Can't Cover All The Bases



- Internal Emails
- Employee Info Lines
- Call Trees
- Help Desk
- Ahhhhh, How About the Switchboard Operator!!

Partnering Opportunity

- Have a Team Dedicated to Handle All Channels of Emergency Communications. (Employee/Family, Clients, Media, Vendors)
- Take 'Em To Lunch.

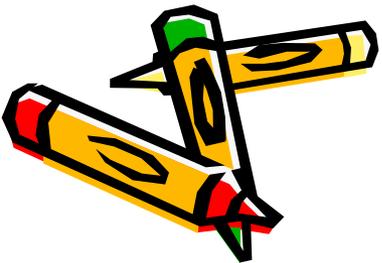
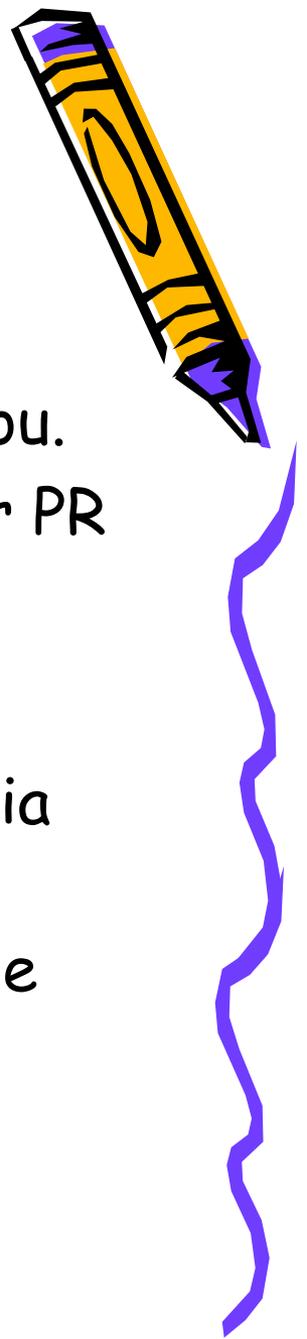


The Media is the Message

- If You Know... They Know.
- If It's a Serious Threat To Life or Stakeholders Assets, Seek Them Out, Before They Come To You.
- Have Leadership Decide What to Say... Have Your PR Staff Decide How To Say It.

Partnering Opportunity

- PR Staff Should Have Familiar & Friendly Media Contacts In Your Local Market.
- Use Those Local Contacts To Reach Out To The Larger Ones.
 - Take 'Em To Lunch.

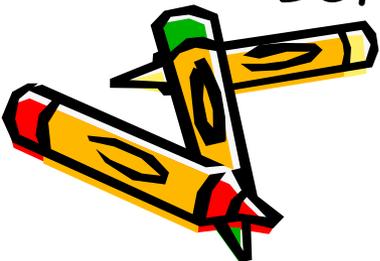
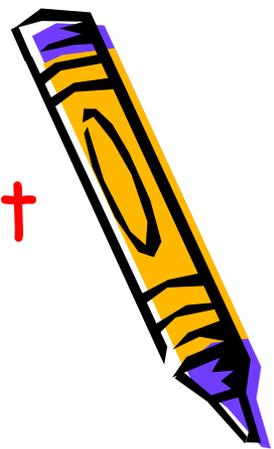


Don't Have It, If U Ain't Gonna Use It

- Most Crisis Don't Start Out as One.
- On Thursday, the Assessment Team Decided to "Wait and See".
- Crisis Management Organization Not Notified Until It Was Obvious a Recovery Had to Be Declared.

Partnering Opportunity

- Get Approval/Understanding That Preparations Before a Disaster is Not Wasted Effort.

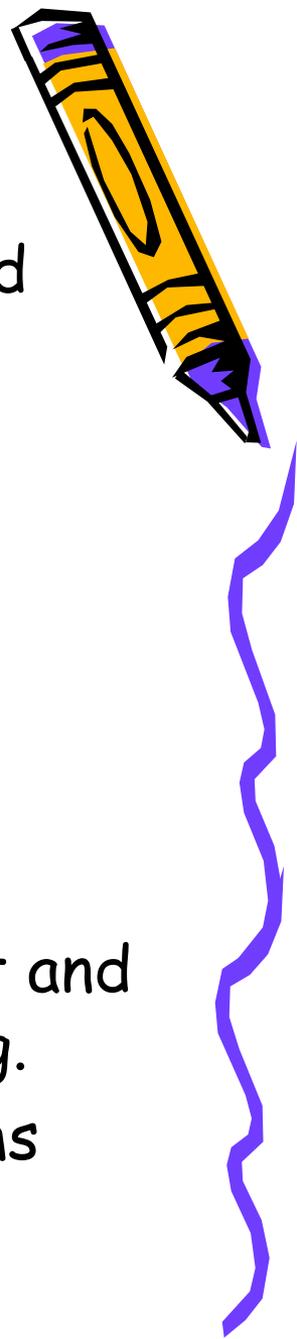
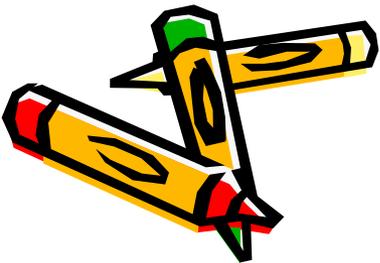


If U Got IT, Test IT, Often

- Business Units That Tested the Most, Recovered the Quickest W/ the Least Problems.
- Those BU's Had The Resources To Handle Their Issues.
- Systems Weren't the Problem... It was the Workstation Builds.

Partnering Opportunity

- Everyone in The Organization Should Support and Understand the Benefits of Recovery Testing.
- Integrate Change Management Programs with BCM (Technology, Facilities, HR)

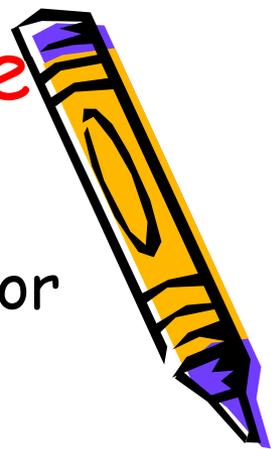
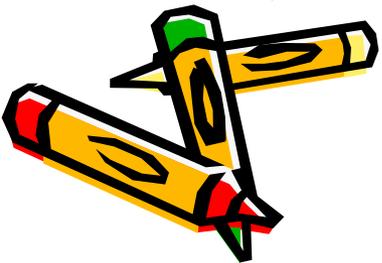


If You Don't Got IT, Can Someone Else Get It For You

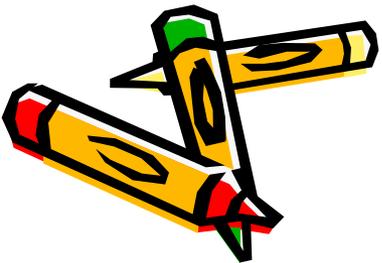
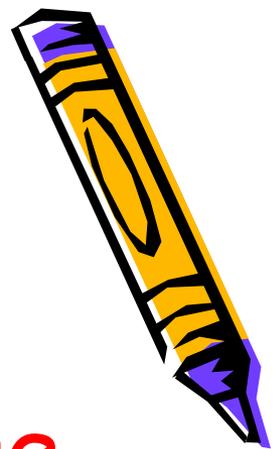
- Many Production Investments Can Be Leveraged for BCP, Eventually.
- Lend Your Reasons to the Cost Justification.
 - MC Business Unit Wants Remote Access for Power Users: Citrix Environment
 - Telecom wants to simplify Telecom Mgt: Back-up PBX or VoIP
- Get BCP Integrated Into The Change Management Process.

Partnering Opportunity

- Meet W/ BU Heads to Find Out What are Their Initiatives and Can You Help.
- Take 'Em to Lunch.



Questions & Probably More Questions Disguised As Answers



Blaise D'Ambrosio
Global Business Continuity Manager, T. Rowe Price
blaise_dambrosio@troweprice.com