National Severe Weather Workshop

Weather Impacts
&
Emergency Operations

Jason Jackson

Director of Emergency Management

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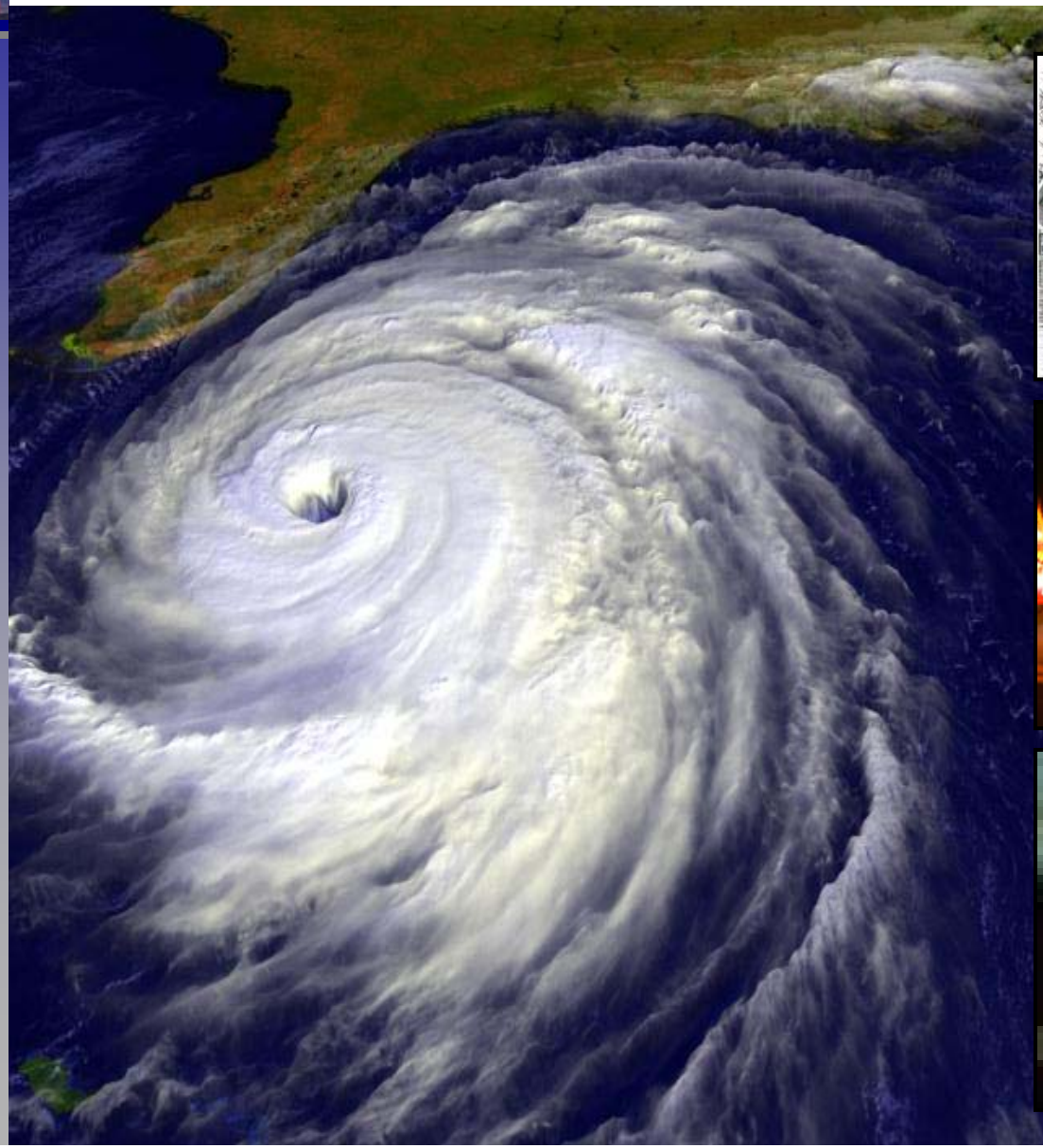
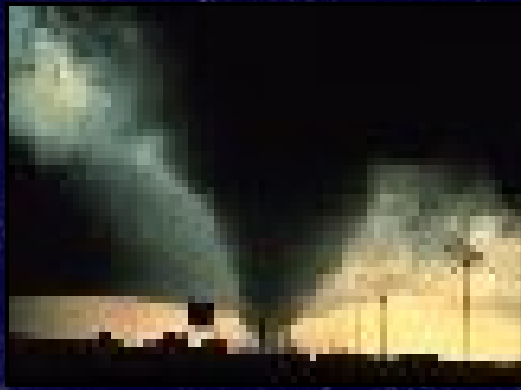
National Severe Weather Workshop

Setting the Stage





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Setting the Stage

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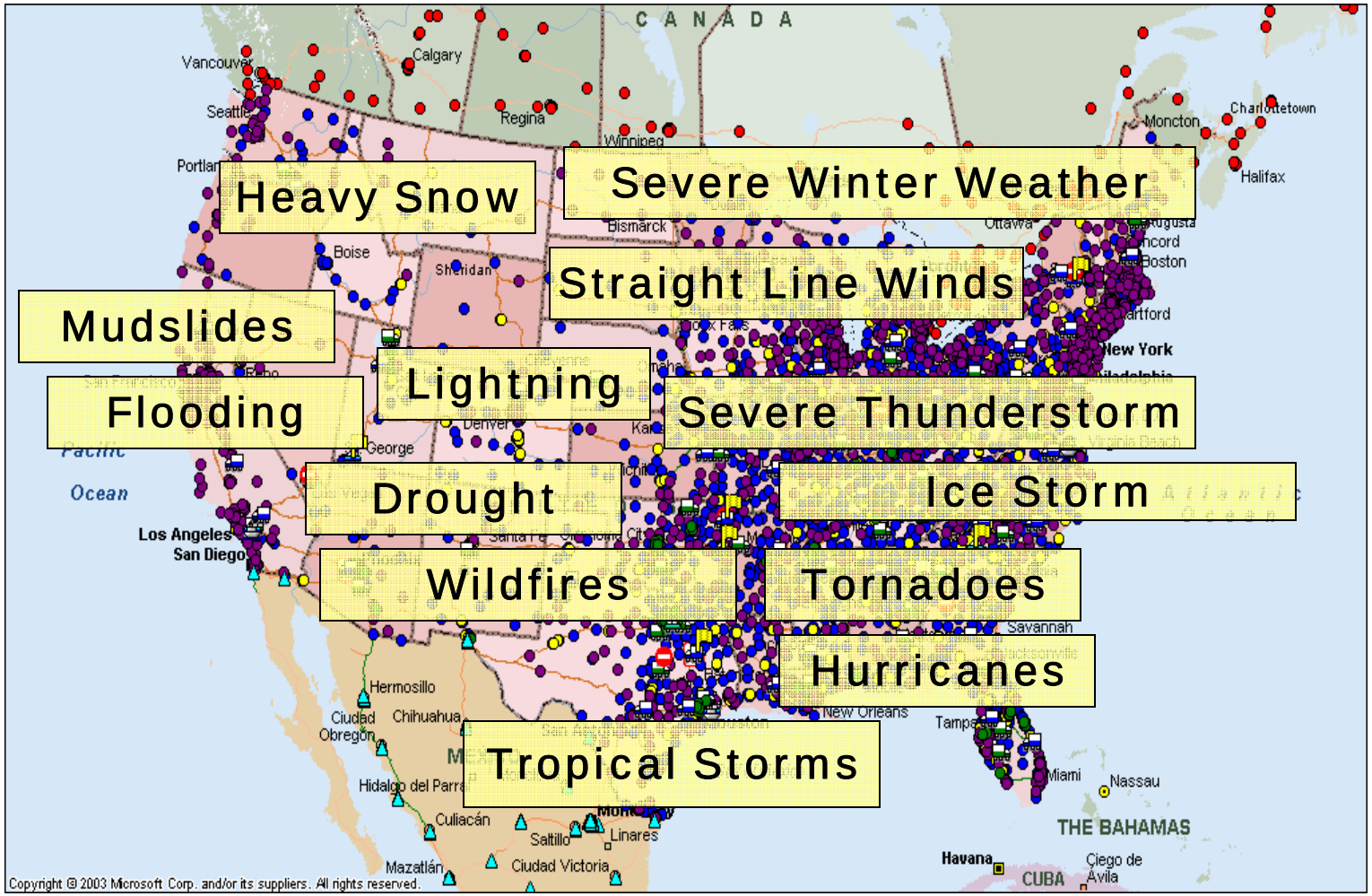

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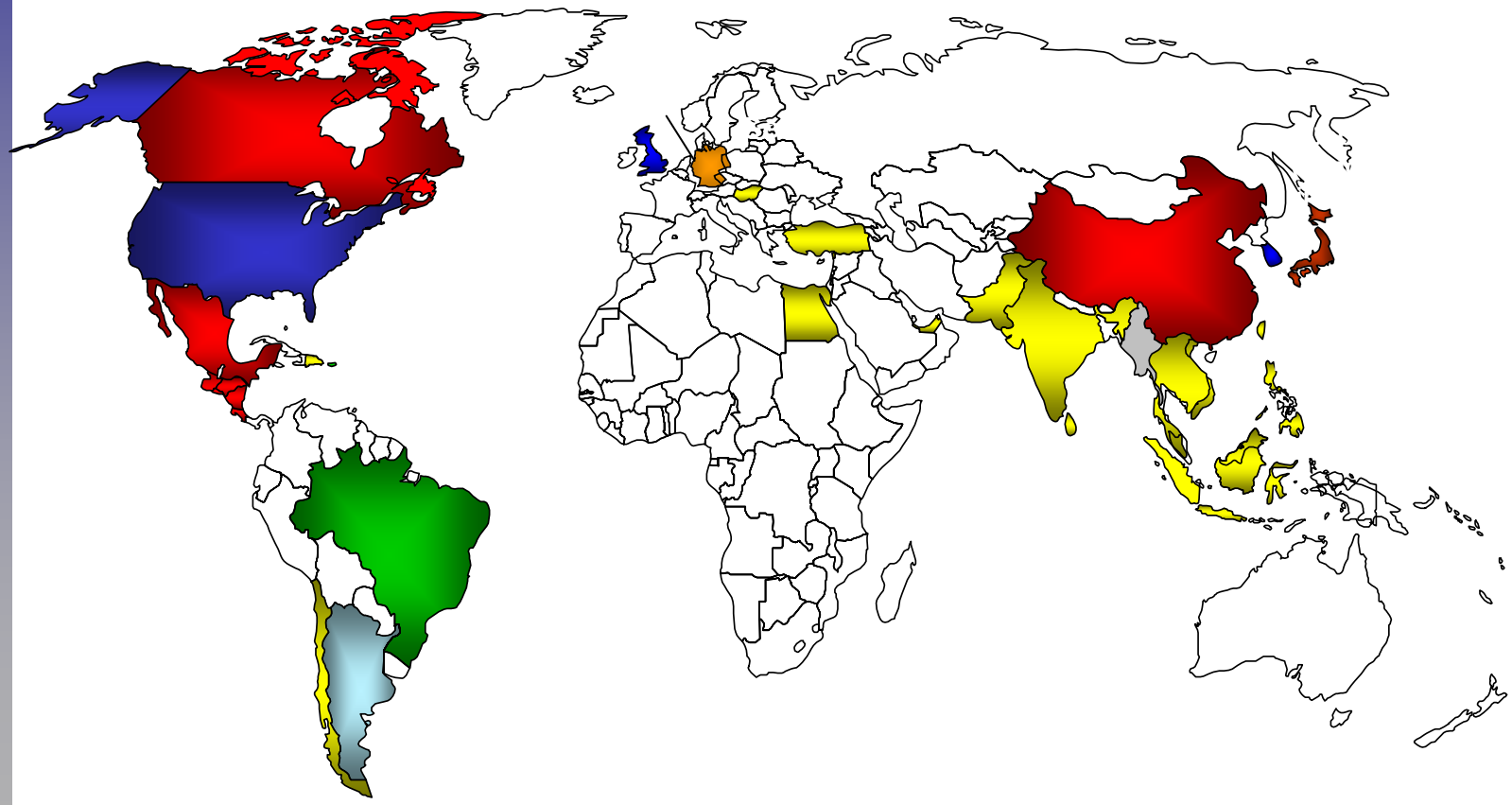
Setting the Stage



Global Presence

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Utilizing Weather Data

Long Term Forecasts

- Merchandising
- Energy Procurement
- Emergency Planning/Strategy
- Store Planning

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Utilizing Weather Data

Short Term Forecasts

- Life Safety
- Local Merchandising
- Merchandise Delivery
- Aviation
- Emergency Management

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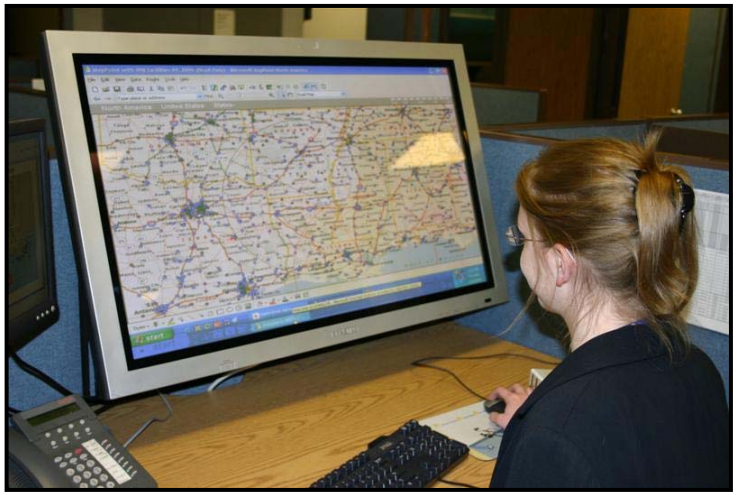
Managing Business Disruption



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Managing Business Disruption

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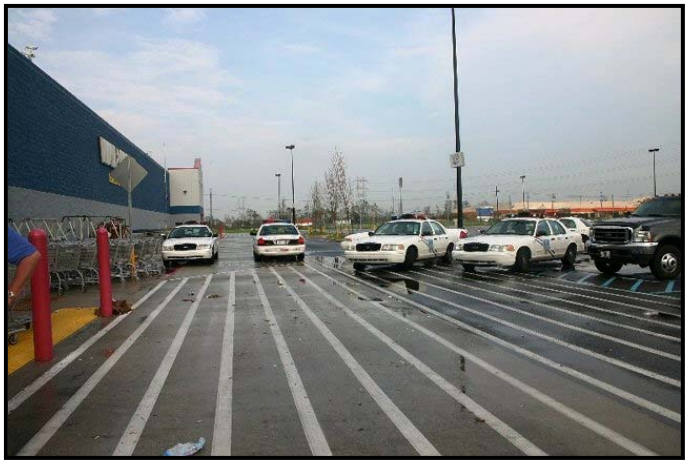
Managing Business Disruption

Local Incident Management Teams



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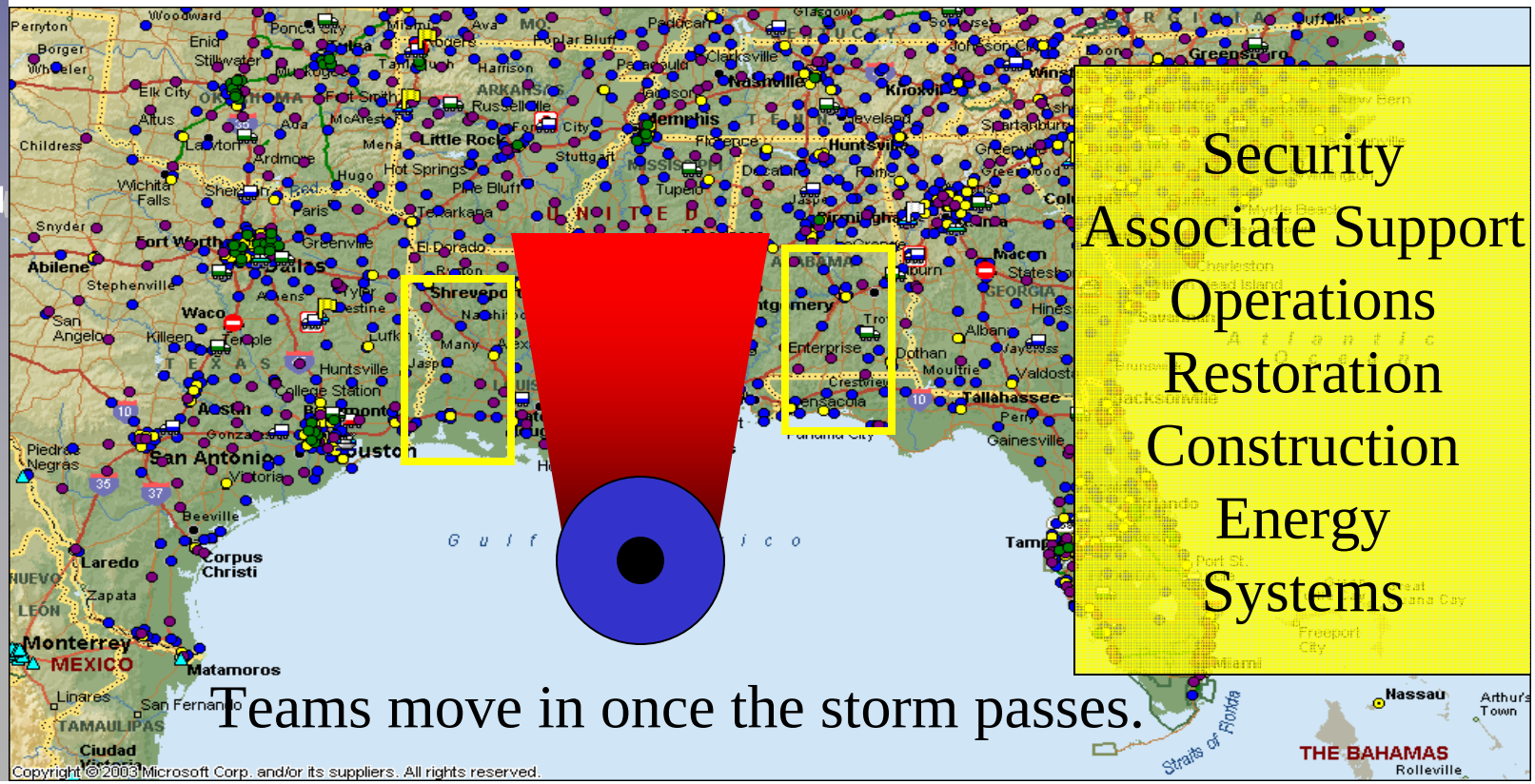
Managing Business Disruption

Disaster Response Teams

Teams Staged on the peripherals of the storm



Teams move in once the storm passes.

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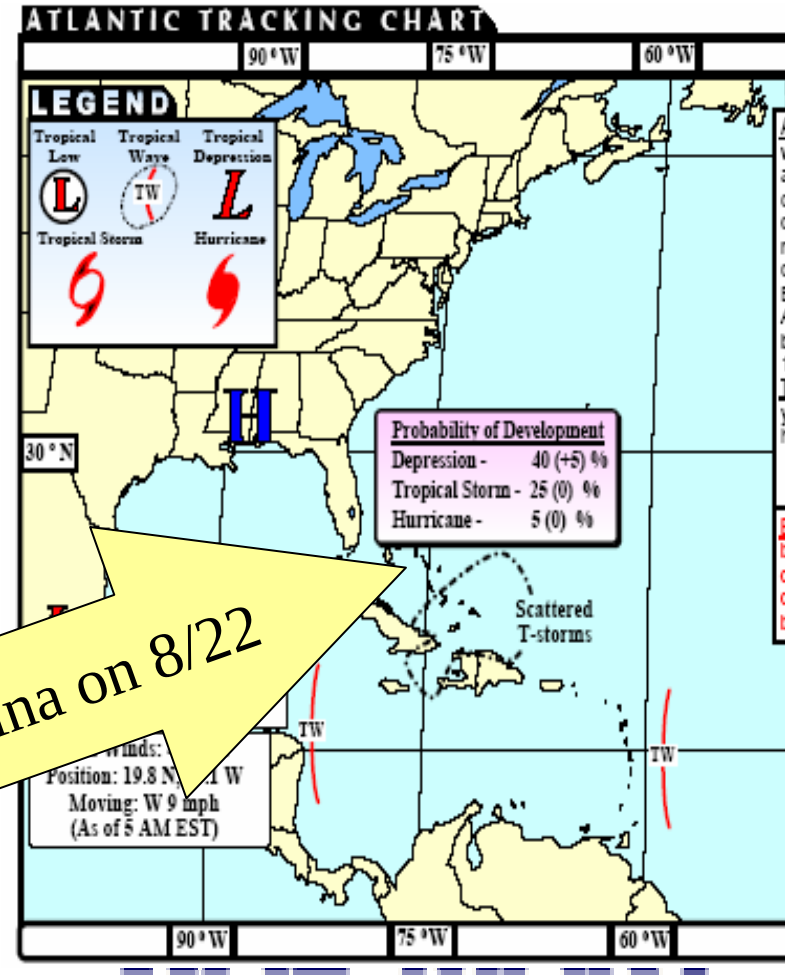
Success Elements

Proactive Identification

When did you know about Hurricane Katrina?



The "soon to be" HC Katrina on 8/22

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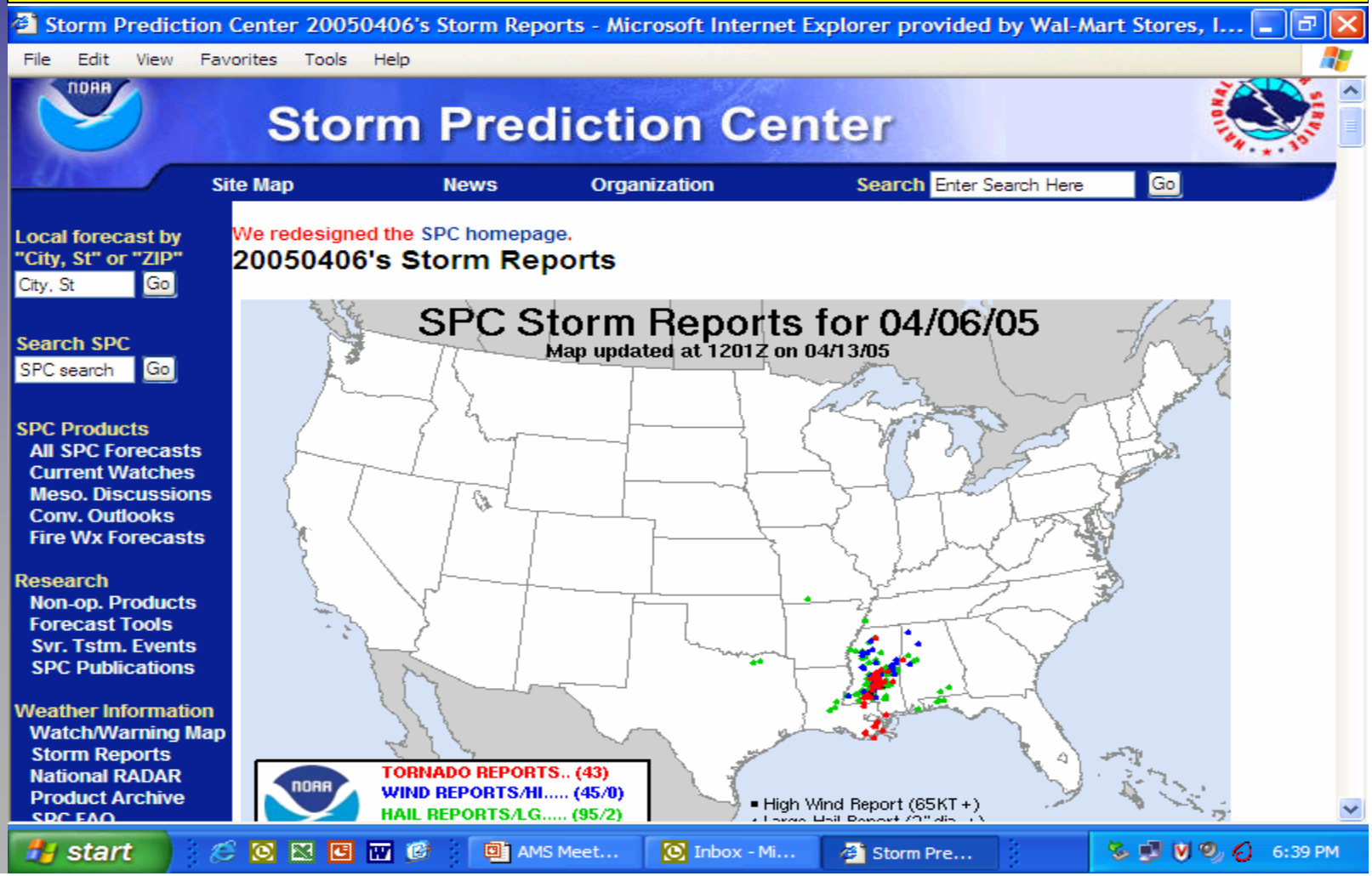
Success Elements

Quick Dissemination/Warnings



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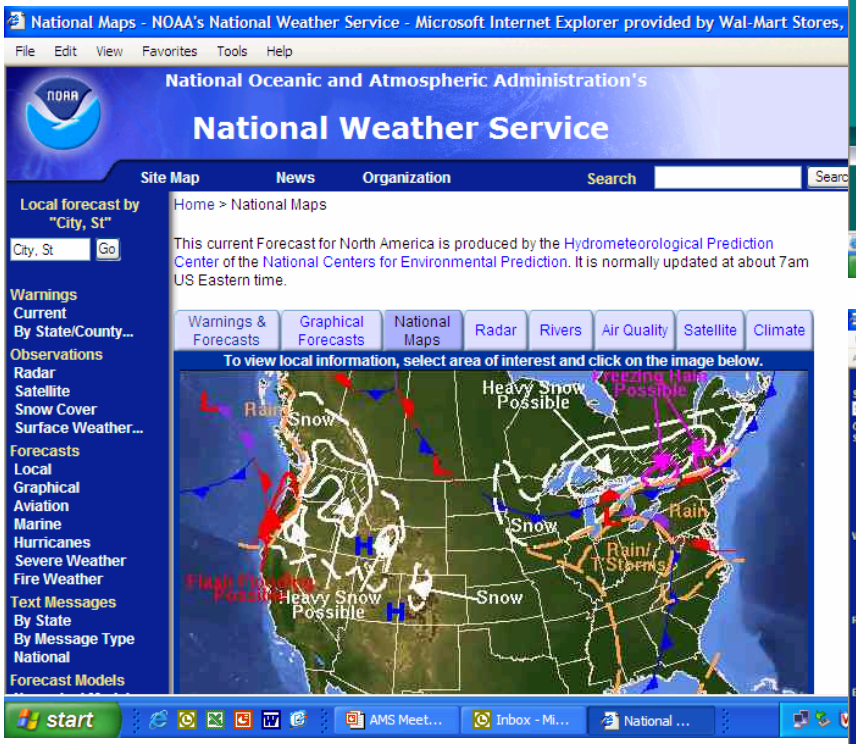
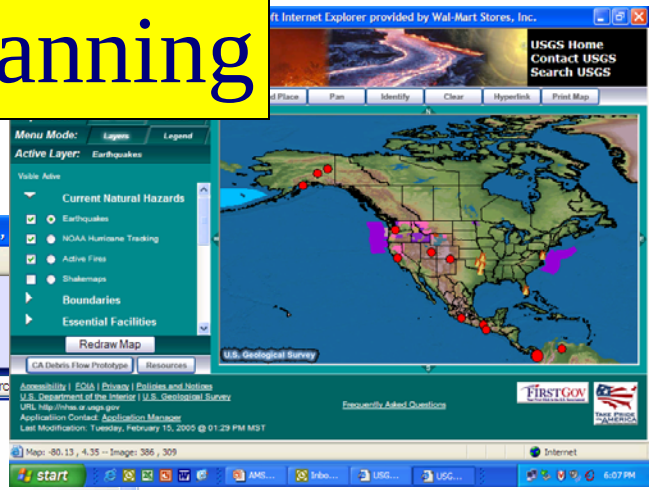
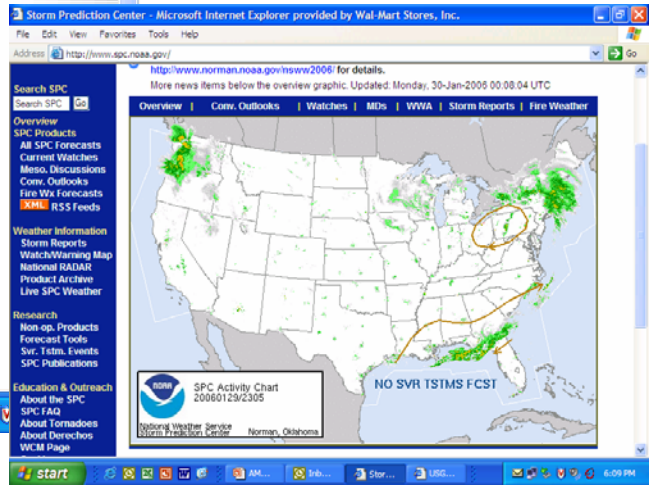
Success Elements

Tactical / Strategic Planning







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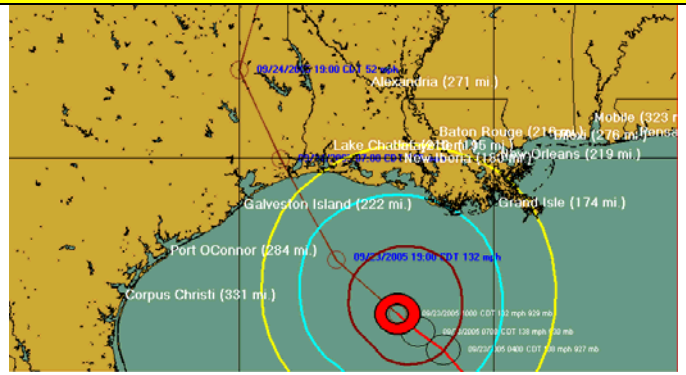
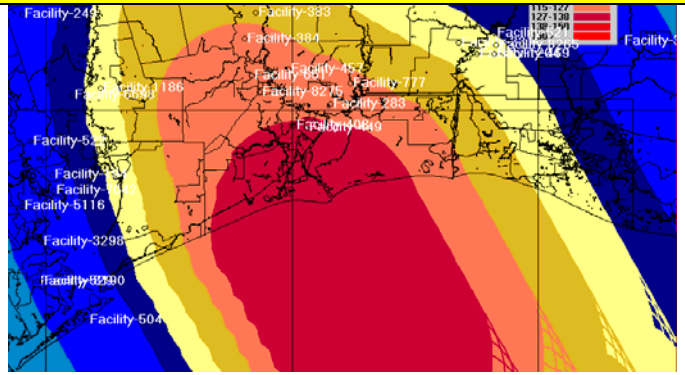
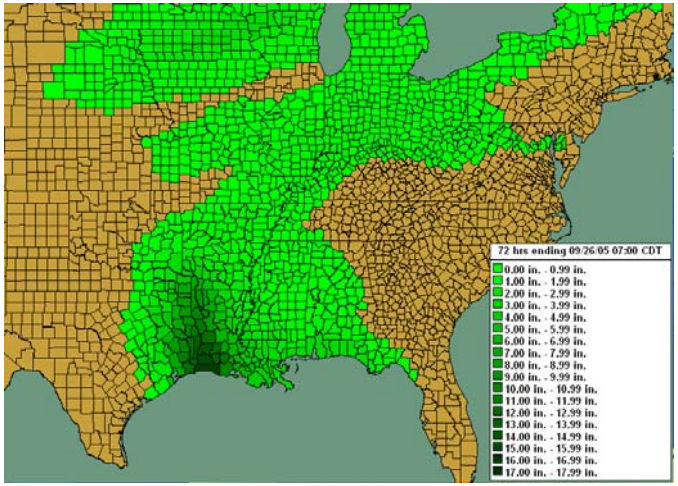
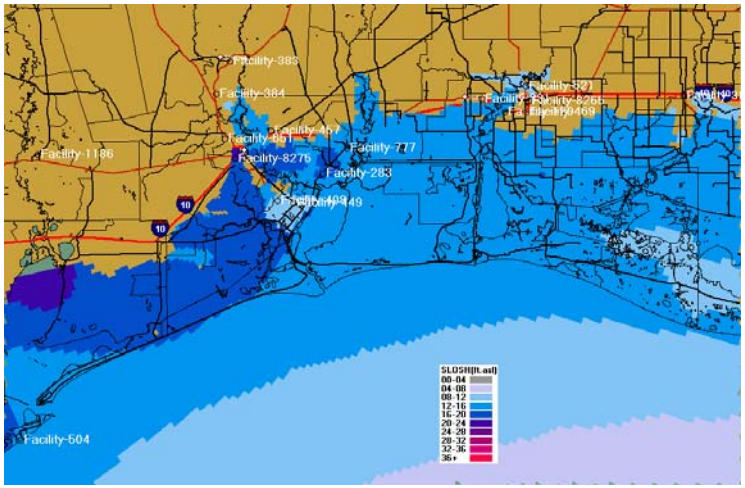
Success Elements

Forecasting / Modeling









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Sustainability

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Questions?

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