

FOXFIRE

MANAGEMENT

OUR SERVICES

- Administrative Management
- Convention / Trade Shows
- Financial Management
- Marketing / Communication
- Meeting / Event Planning
- Membership Services
- Leadership Development
- Strategic Planning

Message from the President

Nobody wants to anticipate or dwell on the unexpected, but a good business continuity/disaster recovery plan for your business is essential to your future if the worst happens. A few hours in planning before a disaster strikes can mean that you stay competitive in your market or industry if unforeseen events occur that impact your business operations.

Joyce Perhac
President
Foxfire Management, Inc.

Our professional and innovative approach, as well as our proven cost-effective organizational techniques are the reasons Foxfire Management is the difference in association management.

Assessing Your Risk: Planning for the Unexpected

The biggest challenge you face when preparing a business continuity/disaster recovery strategy is figuring out what you need to anticipate so you'll know how to prepare. A disaster can severely impact an organization's ability to perform critical functions and, therefore, to continue normal business operations. In order to ensure the most likely business continuity scenario, you need to assess your organization's readiness in crucial functional areas. A Business Impact Analysis, or Business Continuity Audit, is the tool that can help you figure it all out.

Your first step is to identify all your key business processes and assess the impact of each on normal customer or member service levels: what would happen to your operations if these processes were unavailable for a period of time? The following 3 elements below will help you identify potential risks, their likelihood, and their probable impact on day-to-day operations.

Service Interruption Time-Bands - Identify the time limits for your ability to do without your key business processes including those that are outsourced to a third-party vendor or organization. Use a range of time periods - under two hours, 2-24 hours, 24-48 hours, 2-5 days, over five days - and identify the critical time band for each key process. For example, how long could you do without your web site or email system before normal service levels and continued viability are affected?

Emergency Incident Assessment - To determine the types of disruptive events that are most likely to affect your normal business process, review any plans, policies, and/or procedures relating to the areas under investigation (evacuation plans, building management documentation, backup procedures, etc.) Consider any unique operational risks of your business. Examine each potential disruption and develop a list of consequences for each threat. Determine the likelihood of each threat (probability rating of 1 to 5 - very low, low, medium, high, very high) and its possible impact (impact rating of 1 to 5 - irritating, controllable, critical, devastating, terminal).

Operational Impact - Overlaying the Service-Interruption Time Bands and the Emergency Incident Assessment results will help you establish areas of "significant impact" on normal operations. Significant impact represents a level where members' service levels will be negatively affected. This overlay will guide the development and help you prioritize the elements of your Business Continuity Plan.

Bob Mellinger, Attainium Corp - Attainium Corp provides business continuity, emergency preparedness and crisis management services. Visit us at: www.attainium.net



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Cool Ideas!

Boing Boing

A grab bag of links to cool, odd and interesting things happening online and off—like the bit about the engineering student who cobbled together an air conditioner using a fan and a bucket of ice water, and the Florida couple who found the image of Jesus on a Lay's potato chip. Gadget news, kitsch, digital art and disturbing consumer trends are all fair game for the Boing Boing team, which solicits, and vets, suggestions from the audience.

Download from www.boingboing.net

Catalog Name Removal

Catalog Choice is a free service that lets you decline paper catalogs you no longer wish to receive. Reduce the amount of unsolicited mail in your mailbox while helping to preserve the environment.

<http://catalogchoice.org>

Technology Tip

Need less clutter in your life? Here are a few ways to deal with some of the unwanted, unsolicited and even illegal intrusions into your day.

1. **Stop the unwanted calls.** Add your phone number to the Federal Do-Not-Call list at www.donotcall.gov. But don't stop there! After 31 days, if you receive an unsolicited phone call, note the phone number or name of the company and file a complaint via the same website. It takes less than 2 minutes and helps law enforcement to identify patterns of abuse.

2. Did you know that **unsolicited faxes** are banned under the Telephone Consumer Protection Act of 1991? If you receive a junk fax with a toll-free opt-out number, use it. If there's no toll-free number, or the faxes continue, file a complaint online with the FCC at <http://svartifoss2.fcc.gov/cib/fcc475.cfm>.

3. **Get off the mailing lists.** Write to the Direct Marketing Association's Mail Preference Service at PO Box 643, Carmel, NY 10512. Include the name and address of all household members you want deleted from members' mailing lists.

4. Tired of all those **credit and insurance offers**? Under the Fair Credit Reporting Act, you can opt out of receiving these offers. Call (888) 5 OPT OUT, or visit www.optoutprescreen.com. This service is provided by the three major credit reporting agencies and you'll have a choice to opt out for five years or permanently.



OUR HALLMARK IS THE PROFESSIONALISM AND ATTENTION TO DETAIL
WE PROVIDE IN ALL ASPECTS OF THE SERVICES WE OFFER.