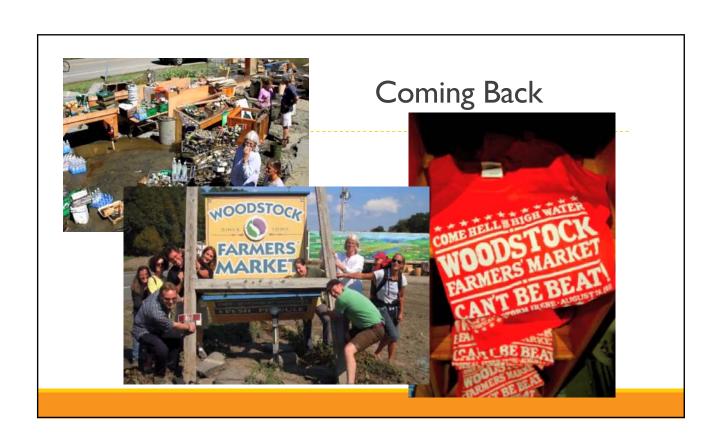
A river ran through It



Aftermath











Disaster Planning

THANKS IRENE!

LESSONS LEARNED:

- HAVING THE STOMACH TO DEAL WITH CHAOS
- HAVING GREAT PEOPLE AROUND YOU
- KEEP UP THE MOMENTUM: DO THINGS QUICKLY
- FIND THE MONEY

CRISIS: HOW WFM DID IT

PHASE ONE: Cleanup quickly; Take photos, videos, make phone calls--insurance and insurance adjuster, accountant (Days I and 2)



- Physical plant issues
- Financial Issues
- Human Resource Issues
- Marketing and PR

PHASE THREE: Wash, Rinse, Repeat Phase 1&2 (Days 3-7)

PHASE FOUR: Reality bites – I am all alone! (not really but it feels that way days 7-14). Always Keep Positive!



Disaster Finance 101

"Income":

- How much we had in savings
- Irene Card Income
- Floor Insurance Money
- VEDA Loan Proceeds
- Customer Loans/Gifts

Expenses of the Flood:

- Cost of Construction
- Cost of New Equipment
- Cost of Cleanup
- Cost of the Adjustor
- Payables Left to Pay

