

Every business should have disaster-recovery plan

If you read this publication regularly as I do, we can all agree that the topic of cyber security and disaster recovery has been covered once or twice. But not by me, so here we go.

Disaster Recovery is just that. This process refers to a business' ability to recover to normal business conditions following a disaster incident.

Whether you are looking to recover or continue business (the correct answer is both), the process starts with a plan. There are a couple of things to keep in mind as you get started:

1. Your plan must be easy to read and navigate. Remember, if the day comes that you will need this plan, you will be in the midst of a disaster. Panic will have set in and both your patience and your ability to rationally work through things will be gone. Your plan should be written with a five-year-old in mind.

2. Your plan should follow the basics of S.M.A.R.T. goal planning. If you are unfamiliar, I'll give you a quick breakdown. Smart goals are Specific, Measurable, Attainable, Relevant and Timely.

Your Disaster Recovery/Business Continuity (DRBC) plan should focus on real risks and plan for real results. Don't go planning for Superman to drop a frozen lake on your burning chemical plant. That only happens in '80s movies.



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Getting Started

I start with a template so I'm one step ahead. I made the template and so can you. My template has five sections and a table of contents. Section one is company information. It lists key personnel, their role and their

contact information. Section two looks exactly the same, but the information here is vendors. Your information-technology company, your insurance company, your lawyer — you never know what disasters will come your way so list everyone.

Section three is a risk analysis. You can't just list the risks and call it good. Call a meeting or a series of meetings with key personnel and consultants to analyze all of your risks.

I like the risk/impact approach. For every risk, assign a number 1-10 for how likely the risk is and also for how big of an impact it would have.

For example, a tornado may not be your most likely risk (2) unless you are setup in a trailer park in Kansas (8), but it would likely have an impressive impact (10). Alternatively, a single broken laptop may not have a huge impact (2), but it's pretty likely (7).

Section four is for logging. Logging is important because it's where a business holds its employees accountable for avoiding disasters or at least minimizing disasters.

We log meetings, DRBC plan testing and anything else pertinent to the business' ability to function through and recover from a disaster incident. Log the successes and failures, so you know what you have to work on and what you can expect in the event of a real disaster.

Lastly, section five is the meat of the plan

— scenarios. In section five, you take that risk analysis and work out how you are going to work through and recover from those risks should they become real disaster incidents. Be detailed, be organized, and again, write it for a five-year old because you will be panicking with no rational thought. Even if you are confident in your ability to keep a cool head in a tense situation, you may not be the one reading the plan in the middle of a disaster.

As you work through scenarios, consider each step and the impact of each step. Will things get better or worse with each step? Who will need to be notified of progress, and how often will they need those updates? Think of people in your organization and outside of your organization. What is the facilitating event to notify a client? Be detailed and thorough. Leave no stone unturned.

You'll want to test your plan frequently. How frequently you test will depend on the disaster incident that you are testing. Ensuring that you can recover lost data with your offsite data backup system should be done at least twice per year. Fire drills have a schedule as well, and someone who knows about fire drills can tell you that.

A DRBC plan is pretty basic stuff, but you want it done right. Winging it could put you out of business if you aren't prepared.

Scott Tornio is president of HawkPoint Technologies.

Give BIG Green Bay event to be held Feb. 23-24

The Green Bay Packers Foundation and Greater Green Bay Community Foundation will hold its fifth annual community-wide giving day, Give BIG Green Bay, from noon Feb. 23 until noon Feb. 24.

The event will highlight the work of 45 local nonprofit organizations working to improve lives in the community. The Green Bay Packers Foundation will offer \$250,000 in matching funds and incentives to encourage everyone to donate, at any level.

Give BIG Green Bay is a program that connects those who serve to needed resources. The combined four-year total of this effort has exceeded \$5.5 million of support for local nonprofits.

Last February, more than \$2.085 million was raised in 24 hours through the generosity of 4,854 donors. More than 43 percent of these donors self-identified as new to the organization they supported.

During the Feb. 23-24 event, people everywhere can donate to support the work of the participating nonprofits by visiting givebiggreenbay.org.

The online giving event provides nonprofits with a platform to tell their story and encourages contributions of any amount to make a difference in Brown County. The Give BIG Green Bay team will work closely with partic-

Around NEW

Northeastern Wisconsin News Briefs

ipating nonprofits using social, print and broadcast media to create awareness about the event. Additionally, the nonprofits will encourage their own networks and supporters to amplify the impact.

The Greater Green Bay Community Foundation will underwrite all program expenses allowing 100 percent of the Green Bay Packers Foundation's \$250,000 commitment to be allocated as matching funds. Every dollar donated during the 24-hour giving day will go to support important work happening in the community. Visit givebiggreenbay.org for more information.

Packers to sponsor 10 high school programs

The Green Bay Packers will sponsor 10 high school football programs as part of the NFL Foundation partnership with the nonprofit initiative True Impact Football. Through the sponsorship, schools will have access to football coaching education, player development and fundraising resources.

The partnership addresses the growing challenges that under-resourced football programs face.

Each high school football program selected will have the opportunity to include their local youth football programs (e.g., elementary teams, middle schools, etc.) to receive the same resources.

Each of the NFL's 32 clubs selected 10 eligible schools to sponsor in their local area. The Wisconsin football programs sponsored by the Packers include:

- Bradford High School, Kenosha
- Cambria – Friesland School, Cambria
- Cudahy High School, Cudahy
- Delavan – Darien High School, Delavan
- Ladysmith Middle School, Ladysmith
- Nathan Hale High School, West Allis
- Park High School, Racine
- South Milwaukee High School, South Milwaukee
- St. Francis High School, Saint Francis
- Waukesha South High School, Waukesha

Individuals, businesses honored by Future Neenah

Future Neenah recognized a number of individuals and businesses.

Amcor, which creates a variety of packaging

products, was the recipient of the Corporate Citizen of the Year Award for supporting employee involvement in the community with a Dollars for Doers program that provides donations to nonprofits their employees volunteer for and also matching employee donations to nonprofits such as Future Neenah.

Amcor also is an active participant in Future Neenah events, supporting the Shattuck Park concerts and encouraging employee participation through board representation.

Red Door Mercantile, a gift and home décor shop, earned the Neenah With Pride Award. It participates in local events and activities and hosts special events of their own such as Junket of Joy and Holiday Greens Market. It also carries a variety of Neenah branded goods.

Gary Bomber and Bomber Sound Production received the Music Maker Award for providing the sound for Future Neenah's evening concerts.

The Downtown Business of the Year Award went to The Tailored Hide Custom Leather & The Gift Gallery. It offers leather repair and one-of-a-kind leather creations. It also participates in downtown community events and activities.

The Grow With Us Award went to Rhonda Mesko. She served as the 2021 Farmers Market supervisor and was involved with Future Neenah's annual Farm to Table event through her business, Relish and Roots.