

Natural Disasters: Lessons Learned

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Beck | Redden.



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Challenges from Disasters

- employee issues
- force majeure
- business continuity planning
- recovery efforts
- maintaining good customer and public relations

Missteps?

This man was fired for getting stranded in Hurricane Harvey

LADDERS | HEIDI MOORE
Aug 29th 2017 3:22PM



We are no longer offering you employment with The Citizen since you failed to start on the date in your offer letter.

9:22 AM



Adam Schrader
@Schrader_Adam

lol i just got fired by text because i'm trapped in a hurricane and couldn't make it to my first day of work. #Harvey

@NYDailyNews

9:36 AM - Aug 29, 2017 - Houston, TX

3,258 2,397 people are talking about this

Missteps?

The screenshot shows a news article from USA Today. The main headline is "Best Buy says \$42 bottled water near Houston was a 'big mistake'". Below the headline is a large image of a yellow Best Buy sign. To the right of the main image is a "Share your feedback" prompt. Below the main image is a smaller image of a protest sign that says "My 2nd Job Paid for my Sign!". The article text mentions a case of bottled water priced at nearly \$43 at a Best Buy store outside storm-ravaged Houston, which sparked a social media backlash and a spotlight on price gouging in the wake of Hurricane Harvey. The article is by Chaitse Jones, published on August 30, 2017. There are also social media sharing icons and a "POPULAR STORIES" section on the right side of the page.

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