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**Publix Super Markets**  
**Lakeland Division**



## Quick Facts About Publix Super Markets

- Founded in 1930 by George Jenkins in Winter Haven Florida.
- 1005 stores as of 06/19/2009
- Over 144,000 associates.
- Ranked by Fortune's 100 Best Companies to Work For in America 12 years running.



## Quick Facts About Publix Super Markets

- Highest score of any supermarket in the American Customer Satisfaction Index for 15 consecutive years.
- Largest employee owned supermarket in America.



## Today's Agenda

- “Preparing for a Storm”.
  - What Publix will do to prepare.
  - How to develop a personal plan.
- “During a Storm”.
  - Plans to protect our associates and our overall operations.
- “After the Storm”.
  - Recovering from a storm event.



## “Preparing for a Storm”

What we prepare for at Publix?

- Product.
  - The right amount at the right time!
- People.
  - The success of our company!
- Facilities.
  - Important to our overall operations.



## “Preparing for a Storm”

- Product Inventory Levels
  - Increased water / ice inventories.
  - Automated replenished products.
  - Mandatory inventory levels on hurricane related essential items.



# “Preparing for a Storm”

- Preparing Our People
  - Associate Preparedness
    - Scheduling
    - Communication
  - First Responder Selection (ERT)
    - Department Leaders
    - Deployment Process



## “Preparing for a Storm”

- Preparing Our Facilities
  - Retail Preparedness Guide
    - Very comprehensive document that provides department specific information and actions needed to successfully prepare a location for any business disruption.



## “Preparing for a Storm”

- Preparing Our Facilities cont.
- Power and Utilities.
  - Emergency back up power with the capability of supplying enough energy to support a 45 Sq. Foot location.  
( 500 kw Big Cat Generators)
  - Monitored 24 hours a day by outside vendor to ensure function ability.



## **CAT Power Source 500 kw Generators**

663 Generators are installed across our company with  
20 additional mobile units available.



## “Preparing for a Storm”

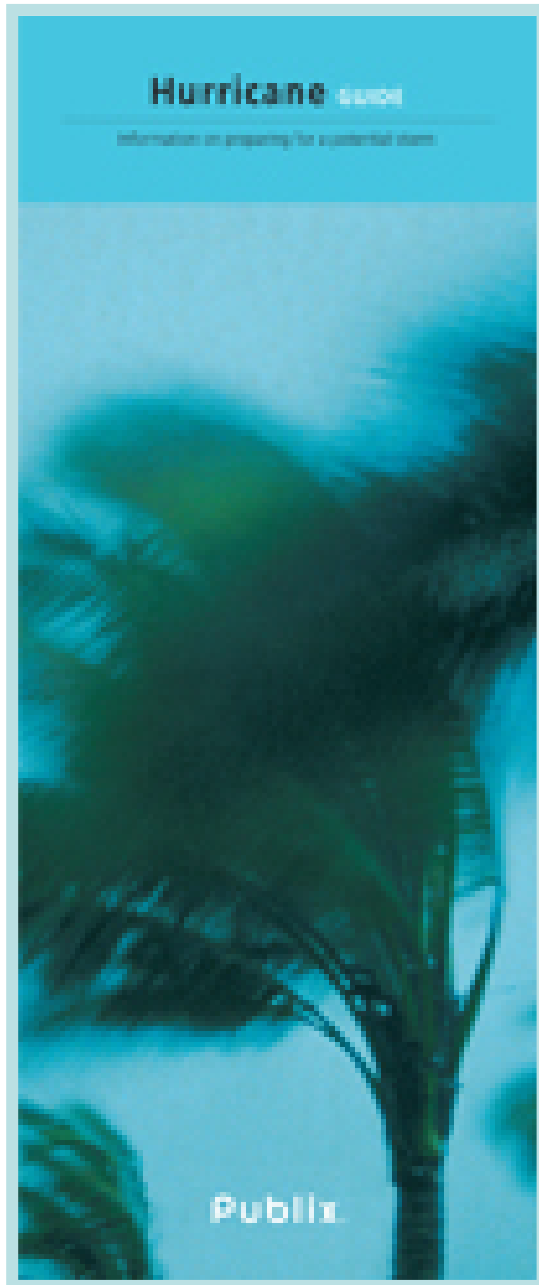
How to Prepare Your Own Personal Plan

Visit [www.publix.onestorm.org](http://www.publix.onestorm.org)

to develop your free online personal plan.

The most comprehensive and user friendly hurricane preparedness website available!





## **2009 Hurricane Guides**

This comprehensive guide provides detailed information on how you and your family should prepare in the event of a hurricane.

The guide provides a detailed list of emergency supplies to have at home as well as what you would need in the event of an evacuation.

The guide also has an Atlantic Basin Hurricane Tracking Chart for your use!



## “Preparing for a Storm”



**In Store Signage and Displays  
will help identify essential  
items for preparing your  
hurricane kits.**



## “During a Storm”

- What determines the closing and reopening of your local Publix?
- What we do to protect our locations during an event.
- How we protect our product integrity during an event.
- How we communicate needs immediately following an event.



## “After the Storm”

- Accessing the store.
- Communicate our needs to corporate via our Business Disruption Center.
- Determining product loss and to generate disaster relief orders.
- Communicate staffing needs immediately following an event.



## “After the Storm”

### Accessing the store?

- Is the store safe to operate.
- Is the store accessible to our customers, associates and suppliers?
- At what level can we serve the community?



## “After the Storm”

### Communicating our Needs!

- Business Disruption Center.
  - Generates automated work orders based off of store reported issues.
- Associate communication through our Emergency InfoLine.
  - Associates check in during an event and are updated on their locations status.



## “After the Storm”

### Determining Product Needs.

- Is the product safe to sell?
- How to dispose and account for spoiled product?
- How to quickly replenish and restock those product groups effected by spoilage?



## “After the Storm”

### Determining Staffing Needs.

- Having the right people in the right place at the right time!
- Deployment of Emergency Response Teams.
- Recovering from an event is first priority!



Thank you!



?? Any Questions ??