

10. Insurance—GM calls the insurance representative to report the incident. Be sure to include name of driver, description of vehicle, names and extent of injured parties with available contact information.
11. GM cooperates with claims adjustor and staff and requests updates on the initial contact with the injured parties.
12. GM—post-accident communication with injured parties should be limited to expressions of concern and to let them know an insurance adjustor will be in touch. Providing contact information for the insurance adjustor can be helpful.
13. Sales Team will initiate the plan developed for contact with customers to notify them of any updates regarding resumption of operations.
14. GM communicates with employees as to the status of the investigation and facts that can be shared.
15. GM will determine if additional support is needed, such as professional counseling for employees.

## Take These 3 Steps Before Disaster Strikes

1. Identify disaster exposure
2. Plan ahead of time
3. Communicate with employees, customers, suppliers

## Helpful Sites

[www.ready.gov](http://www.ready.gov)

[www.disastersafety.org](http://www.disastersafety.org)

[www.fema.gov/plan](http://www.fema.gov/plan)

<https://safety.naaa.com/safe-t-sam-safety-program>

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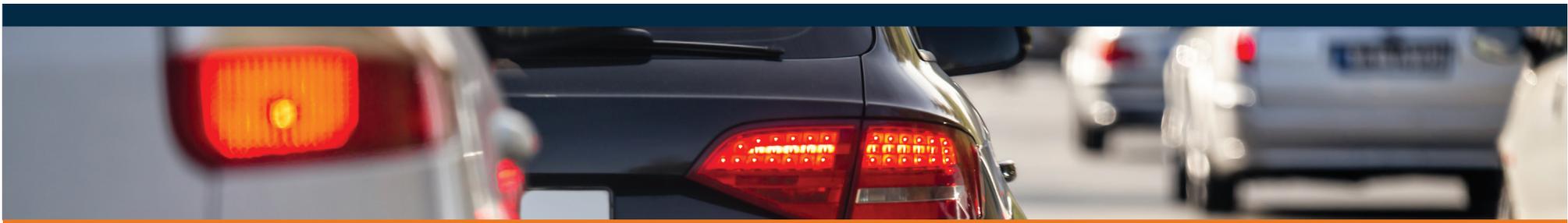
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## Disaster Recovery Lane Accidents





## Plan

1. Develop Emergency Response Teams: Initial Response, Operations, First Aid/CPR, Public Relations, Sales.
2. GM will determine the makeup of each team and designate an alternate leader in the event he or she is absent on sale day.
3. Develop an Initial Response Team that will include at least one employee in each lane who will be in charge of dialing 911 and requesting EMT response.
4. Establish an Operations Team that will be in charge of clearing the lanes of all customers and any non-essential employees in the immediate aftermath of the accident; and reminding persons that all photo and video devices are prohibited.
5. Maintain a supply of safety fence to use as a temporary barrier to secure the area. Extra-long twist ties, Velcro straps, and duct tape should be available to secure the fence and establish an ample perimeter.
6. Operations Team should invite local EMT officials to the auction to discuss entry and exit plans, and determine if there is a special protocol for reporting multiple injuries to ensure sufficient ambulances and personnel respond.
7. Operations Team should instruct guards to secure the premises and not allow anyone other than EMT responders or authorized public officials onto the premises until further notice.
8. First Aid/CPR team—identify employees that have First Aid/CPR/AED training and develop a plan as to how they should respond.
9. First Aid Supplies—should be available in ample amounts for each lane, including blankets, to comfort injured persons. First aid responders, and Operations team members, should use excess blankets to reduce the spectacle of the accident scene. First Aid Team should routinely take inventory of supplies and ensure member First Aid and CPR certifications are up to date.
10. Designate one or two persons within the Operations Team that should stay with the driver of the vehicle until further notice. Driver should receive any immediate First Aid or medical attention necessary. The driver should be taken at a reasonable time to a private office and asked to provide a written statement. As with all employees, the driver should be trained to refer any questions for comment to the designated auction spokesperson.
11. GM should educate department heads that they will each be in charge of relaying special instructions to their staff and maintaining order in their respective departments.
12. Create a Public Relations (PR) team that will manage the message to the media. Assign a single spokesperson who will handle response to all inquiries from the media.
13. PR team will develop sample press and social media messages that can be used to express concern for those injured and comments related to an investigation of the accident.
14. GM should routinely have employee meetings to discuss their responsibility to act professionally and orderly. GM will ask all employees to direct any media inquiries to the auction spokesperson. Alert auctioneers that they will be asked to make announcements to patrons at the time of the accident.
15. Designate a Sales Team that will communicate with customers after a severe lane accident.
16. GM should determine how to access and mobilize professional counselors, in the days/weeks after the accident.

## Sale Day Emergency Response

1. Call 911—Initial Response Team member calls and identifies to the dispatcher the auction location, number of persons injured, and nature of injuries, following any special protocol for multiple injuries. Initial Response Team members then notify GM and alert guards at the gate to expect EMT vehicles.
2. First Aid / CPR Training—First Aid team members immediately check on injured persons and administer first aid.
3. Operations Team mobilizes to clear lanes and asks auctioneers to make announcements and updates department heads, as often as possible.
4. Auctioneers should ask crowd to remain calm and move away from injured person(s), stay clear of EMT personnel, evacuate the auction lanes completely; and that employees should return to their respective department areas.
5. Designated Operations Team member(s) stay with driver to ensure medical attention and directs him to the designated, secure area. Written statement should be obtained when possible.
6. Operations team—secure the accident area and use safety fence to establish a large perimeter to prevent unauthorized personnel from entry. Do not move vehicles involved in the accident until documented and GM has approved.
7. Operations team—secures video evidence—provide only to your legal counsel or insurance adjustor.
8. Operations team—will make any judgement calls with the GM as to when normal operations will resume.
9. PR Team—handles media inquiries and develops spokesperson response.