

## **Buffalo Rock – Florida Divisions Receives Florida Sterling Quality Achievement Award**

On June 2, 2006, the Florida divisions of Buffalo Rock Company were presented the Florida Sterling Quality Achievement award <http://www.floridasterling.com/about-overview.php> for our comprehensive disaster-preparedness plan.

The Award is given to various organizations for being role models in establishing approaches, methods, strategies or processes from which other organizations can learn.

Our plan can be initiated as many as five days before a hurricane hits.

The key steps in the plan are the identification of sources for additional product, preparation for employees, taking care of customers and finishing communication procedures when the storm hits.

“We were pretty well prepared with Hurricane Ivan,” said Jimmy Lee III, President and CEO. “We were on the street the second day after the storm.”

We had conference calls with the General Managers and Executive Leadership Team of all of its retail customers to keep them informed of when products would be delivered.

“I was quite proud of our response,” he said.

“Once the storm is in the Gulf, the conference calls start,” said Scott Grissett, Pensacola Team Rock Coordinator. “The company is in constant contact with Gulf Power and the Red Cross before, during and after all hurricanes. Before Hurricane Katrina, our local management team got together daily to put the plan in place. It’s how we come together as a company.”

Scott went on to explain that while Panama City and Pensacola received recognition for the preparedness plan through the Sterling Application process, the award is for all of Buffalo Rock.

“Whether it is accepting additional product in their warehouses, sending food from their commissaries, or Employee-Partners volunteering to drive product to the affected areas, all Divisions make both the planning for and our response to a storm a success. This is fantastic for the entire company – the essence of Team Rock.”