

## Introduction

In recent years natural disasters have had a huge impact on the agriculture business. In 2017, Sonoma and Napa County had their set backs with the North Bay Fires. Managers had to dance along the fine line of being operational and being prepared for the worst. Our research dove into what extent are wine business managers are prepared for a natural disaster or a human created crisis? As well as what events do they find most successful before and after a disaster?

## Methods

We conducted qualitative and quantitative research for our research. A survey was sent to Alumni of the Wine Business Institute at Sonoma State, those results were analyzed and provided bases for questions asked during interviews. Interviews were conducted with four different wineries. At each winery we spoke to a higher up manager or decision maker. The other interview was with someone of lower ranking within the company.

## Hypotheses

- H1 – Managers of larger organizations (i.e. higher p.a. case production) will exhibit a higher proactivity towards strategic preparedness than smaller organizations (i.e. lower p.a. case production).
- H2 – Managers of larger organizations (i.e. those with more employees) will exhibit a higher proactivity towards strategic preparedness than smaller organizations (i.e. those with fewer employees).
- H3 – Older, more established organizations will exhibit a higher proactivity towards strategic preparedness than newer, less established organizations.
- H4 – Upper-level managers will exhibit higher proactivity towards strategic preparedness than lower-level managers in the organization.

## Survey Findings

H1 and H2 – Size of firm (measured independently by annual case production and number of employees) is negatively related to perceptions of preparedness  
H3 – Established firms appear less likely to be prepared than a younger firms  
H4 – Upper Level Managers and owners appear less likely to feel prepared compared to lower level managers

## Interviews Findings

We found that natural disasters and human created crisis affect professional and personal lives of the employees. That in the event of a disaster there should be a second person to make decisions. We found out that after a disaster plans did change. Few that did have plans made changes based what what didn't work or where they were lacking in planning in an emergency. Those wineries that did not have a plan in place have started working to put one in place.

## Discussion

Decide what has to be done, who is in charge, and who needs to be in contact. Assemble all Employees information of who to contact in case of an emergency. Second, use the resources to train employees. Invest in developing and maintaining organizational trust. Have emergency kits at the ready and in multiple places. Register for emergency alerts for both work and home. Asses that you have the right coverage for emergencies and insurance wise. Keep in mind the changing climate. Emergencies are not just professional they are also personal.

*"Are we ready for another fire? God no, but we will be better prepared."*