

STORM PREPAREDNESS GUIDE

GENERAC[®]



PLANNING BEGINS WITH YOU

GENERAC.COM

Storm Preparedness Begins With You

When Mother Nature is in command of the weather, there is little you can do to control it. What you can control is staying ahead of the storm season and preparing for the unexpected. Generac's *2016 Storm Preparedness Guide* gives you a reference point to approaching future storm situations. From the leader in power generation, Generac offers you this practical guide packed with emergency preparedness knowledge to help you make the right decision before the potential threat of severe weather becomes a reality.

2016 Storm Predictions

El Niño has been an influencer in changing weather patterns, and decreased storm activity for more than three years. However, according to the National Oceanic and Atmosphere Administration's Climate Prediction Center, the current El Niño is dissipating and La Niña is taking its place. Forecasts favor a 70% likelihood that the season will peak with normal to higher-than-normal levels of activity, which means there is a high chance of severe storms or strong weather patterns on the horizon for all regions. Such storms are likely to be more intense and wide-spread throughout the year.

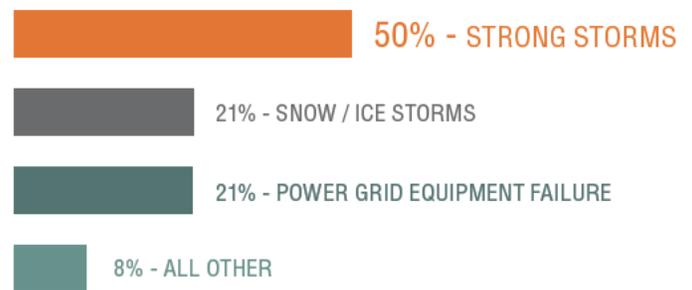
"While seasonal forecasts may vary from year to year – some high, some low – it only takes one storm to significantly disrupt your life," said FEMA Deputy Administrator Joseph Nimmich.

"Preparing for the worst can keep you, your family, and first responders out of harm's way."

Take steps to prepare today!

TOP CAUSES FOR POWER OUTAGES

Source: Generac Power Outage Explorer 2015



Know The Facts

Storm Watch (Be on the Lookout)

A **watch** is issued hours before hazardous weather and means there is a chance the condition will occur.



Storm Warning (Immediate Danger)

A **warning** means the storm is occurring and weather conditions have been upgraded. Seek immediate protective measures.



Historical Incidents Causing Power Outages

Here are a couple of historical incidents that resulted in power loss to millions of people.



Hurricanes

A rapidly rotating storm system in widespread regions producing heavy rain, devastating winds, storm surge and tornados.

2012 Hurricane Sandy

- Area affected: East Coast US
- People w/ out power: 8 million
- Longest duration of power loss: 21 days

Typical Season:
June-November



Derechos

A wind storm that creates hurricane force winds, tornados, heavy rains and flash floods.

2012 Derecho Wind Storm

- Area affected: Iowa to Mid-Atlantic coast
- People w/ out power: 3.8 million
- Longest duration of power loss: 10 days

Typical Season:
April-August



Winter Storms

A storm with freezing rain, snowfall of over two inches, or ice accumulations of a .25" or more.

2013 Ice Storm

- Area affected: Northeastern US & Canada
- People w/ out power: 1 million
- Longest duration of power loss: 7 days

2011 Ice Storm

- Area affected: Northeastern US & Canada
- People w/ out power: 1 million
- Longest duration of power loss: 7 days

Typical Season:
December-March

Other Known Causes of Power Outages



Equipment Failures



Lightning Strikes



Extreme Heat



Energy Shortages



Cyclones



Earthquakes

PLAN FOR PETS

GET **ASPCA**
rescue alert sticker



Place sticker on or near your front door. **Free stickers** available at ASPCA.org.

Keeping Pets Safe

- Bring your pets inside
- Keep emergency pet supplies in an easy to grab bag
- Make sure pet is wearing collar with tags
- Make storm-safety shelter pet friendly
- Remove pets from extreme temperatures

Stay Calm. You're prepared!

Pack **Grab N' Go** Bag



Make sure pets have had shots within past 12 months

Power Outages Do Happen

Power lines and major utilities are extremely vulnerable to severe storms and heavy wind damage. In fact, every year severe weather increases the risk of leaving up to millions of people without power for extended lengths of time. Some of the worst storms have eliminated access to power for weeks.

Outages are widespread, inconvenient and can yield a costly impact on your home. Imagine the appliances that construct the backbone of your home: furnace, air conditioning, water pumps, water heater, refrigerator, oven – all unavailable for use. It is uncertain for how long, but what is certain is you will fend for extended periods of time without access to these conveniences. Are you prepared?

Did you know?

- 50% of power loss in America is due to strong storms
- The average cost of a single power outage occurrence to a homeowner is \$1,058 per home
- In 2015, there were 137,355,050 recorded hours of power loss in the US

Generac knows power. Generac's robust product line provides durable solutions to procuring power when the utilities cannot. In fact, Generac's products often support major utility power locations, data centers and even cell towers during storm power outages.



With so many businesses and households trusting in Generac's expertise, rest easy knowing you can, too!

In The Thick Of A Storm

So, you're prepared to brace the unexpected. Your loved ones are safe and ready to hunker down. The heavy precipitation is falling and fierce winds are tearing through your neighborhood. Then the power goes out. How do you plan to make the best of what could be a strenuous situation?

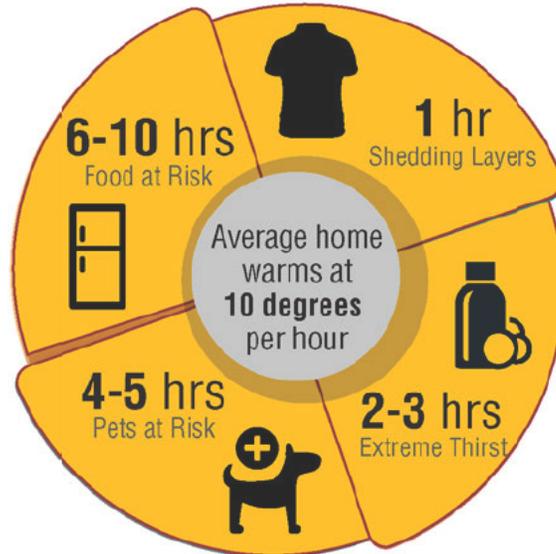
Anticipating No Power

There is something primitive to living through a power outage. No power means slowing down life, living in candlelight, self-entertaining, and having no access to modern conveniences like air conditioning/heat, television or internet. Here are tips on how to withstand life without power.

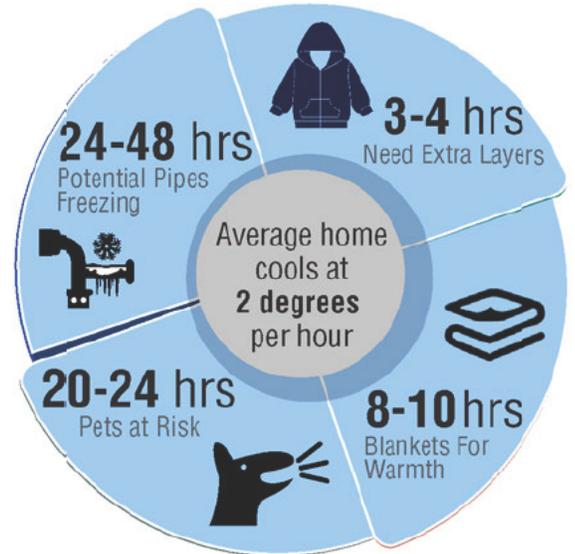
Preparedness Tip #1: Conservation

Conserve energy and make appropriate plans to exit your home in extreme circumstances.

Warm Weather Risks



Cold Weather Risks



Recipe #1: No Power

Peanut Butter and Banana Sandwich



Tools: Butter knife

Ingredients

- ½ cup creamy peanut butter
- 2 slices of bread
- ¼ cup honey
- 2 small bananas, sliced
- ¼ cup miniature semisweet chocolate chips, if desired
- Pinch of cinnamon

Directions

Spread 2 tablespoons of peanut butter evenly over each bread slice. Drizzle honey over top of peanut butter. Top with banana slices and add a pinch of cinnamon. Add chocolate chips, if desired. Eat and enjoy!

**Preparedness Tip #2:
Plan
Entertainment**

Having no power means having more downtime. Staying occupied will keep everyone calm. Though your family may feel exasperated, you will have the answers:

- Read a new book
- Make your own word games
- Brush up on your card game skills
- Take up a new craft
- Go basement camping
- Start a new workout plan

Word Challenge

Day of the Week _____

State or Town _____

Verb-ing _____

Noun _____

Adjective _____

A Phrase _____

Body Part _____

Number _____

Exclamation _____

(Go to page 8)

**Preparedness Tip #3:
Communication**

We all want to communicate with our loved ones during an emergency. But what happens when power is down and battery life is limited? Remember to ration your resources.

Unplug.

Unplug cell phone and electronics prior to threat of a power surge.

Power Down.

Limit phone usage to calls only. Turn off WiFi or turn on airplane mode to extend usage.

Emergencies Only.

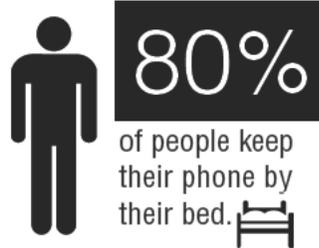
Make calls only in emergencies and avoid tying up phone lines for emergency responders.

CELL PHONE USAGE **FACTS**

Average*
Phone Life



* Based on best battery life devices

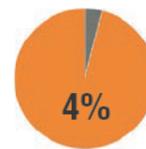


85 TIMES

of times average person checks phone per day.

Top **6** Activities on mobile phone

1. Send/recieve messages
2. Search for information
3. Use navigation or map
4. Update social networking site
5. Stream music
6. Play online games



carry an external battery



carry a charger



carry no battery backup

Luxuries of Portable Power

When the novelty of living life without power wears off, some find it is time to consider a portable power source. Portable generators can provide power to appliances, allowing you to power the essentials.

Portable generators range in size and variety. However, the right portable generator can be used to power critical devices like your refrigerator, freezer, well pump, or microwave.

Portable generators are easily stored and maintenance is minimal. In fact, this versatile investment fulfills year-round needs, like home improvement projects, yet is highly impactful during a power outage lasting more than a couple of hours. Portable generators are a reliable option to power what you need, when you need it.



Preparedness Tip #4: Safety

Know these safety tips before using your portable generators.

- Run all portable generators outside.
- Keep portables away from open windows and open garages.
- Keep a carbon monoxide detector in your home.
- Have extra gas on hand and store in well ventilated area.

Bonus Tip

A portable generator with a 7 1/2 gallon gas tank can provide backup power for about 9-11 hours when running at 50% load. Product wattage will vary by model.

**TAKE IT
OUTSIDE**



CARBON MONOXIDE KILLS

Word Challenge Continued >>

It was a stormy _____ night in _____ and the wind
[Day of the Week] [State or Town]

was _____ so loud you could hear it in every room of the house. I grabbed
[Verb-ing]

my _____ and held it close. Then I heard a _____ crack of thunder!
[Noun] [Adjective]

I jumped up and yelled _____! Just then the power went out. It was so dark I couldn't see my
[A Phrase]

_____ in front of my face. But I knew all I had to do was wait _____ seconds
[Body Part] [Number]

and, sure enough, our Generac generator started up. We had power again. _____ for our
[Exclamation]

Generac generator!

Preparedness Tip #5: How Much To Power

When running a portable generator, you can power multiple items at the same time based on unit size and wattage. Consider the ability to keep your refrigerator running while making coffee and powering a reading lamp.



Visit Generac's portable generator calculator to see what you can power:
www.generac.com/portable-sizer

Preparedness Tip #6: Meal Options

A perk to having a portable generator is the ability to temporarily power your microwave or crockpot for heating meals. Have a recipe on hand that affords you the option of cooking with portable generator power.

Recipe #2: Portable Power Chicken and Black Bean Quesadillas



Tools: Griddle, Can Opener and Knife

Ingredients

2 boneless chicken breasts
1 can of black beans (drained)
1 can of corn (drained)
1 small onion
2 cups of cheese
2 large (10 – 12 inch) tortillas
1 tablespoon olive oil
¼ teaspoon of paprika, optional
Sour cream or guacamole for dipping

Directions Clean chicken breast and cut to cubes. Sprinkle with paprika. Heat on griddle medium to high heat until fully cooked – set to side. Mix black beans, corn, and onions – add to chicken. Turn down griddle heat to medium. Take one tortilla and add oil to one side. Lay oil side down onto griddle. Top with cheese and chicken/bean mix. Take second tortilla and add to top. Top with drizzle of oil. Cook for 2-3 minutes on each side until quesadillas are lightly browned and the cheese has melted. Slice and serve!

The Comfort of Automatic Home Standby Power

As you are looking out the window, watching the storm pick up pace, it happens. The lights go out and the neighborhood goes dark. For a moment, you are alarmed knowing it could be hours, if not days, before utility crews restore power. Luckily, seconds later, your lights come back on. Your power has been fully restored thanks to your trusted Generac automatic home standby generator. You take a sip of coffee and return to your computer knowing you are protected and that life can go on without interruption.

An automatic home standby generator can protect your home from damage caused by power outages. When utility power is lost, a home standby generator will automatically turn on, restoring power to your entire home. When utility power is restored, the generator automatically turns off. It is that easy! Plus, there is no need to worry about refueling a home standby generator, as generators run off of your existing natural gas or LP fuel supply.

With an automatic home standby generator, know your home's critical appliances – air conditioner, furnace, sump pump, well pump, water heater – are operating. Rest assured knowing food in the refrigerator is cold, the lights are on, your internet and cell phones are accessible, and your home security system is fully functional – all at the same time!

Best of all, a home standby generator can increase the value of your home. Whether you are home or away, an automatic home standby generator provides the comfort and convenience of backup power when you need it most!



Preparedness Tip #7: Maintenance

If you have already invested in a home standby unit, performing required maintenance is key to ensuring your generator will operate as intended during a power outage. Consult your certified Generac dealer for an exercise test and make sure your generator is in top shape for the season.

✓ **Maintenance**



Preparedness Tip #8: Start a Playlist

Now that you're fully powered, you can turn on your favorite music and listen to some great tunes. Start a playlist and add some of Generac's 2016 Storm Jams!



Generac's 2016 Storm Jams Playlist

Prepared for you by employees of Generac, here are this year's top song suggestions for every storm jams playlist!

- | | |
|--|---|
| 10 – “Trying To Reason With Hurricane Season” – Jimmy Buffet | 5 – “Riders On The Storm” – Doors |
| 9 – “I’ve Got The Power” – Snap | 4 – “Thunderstruck” – AC/DC |
| 8 – “Who Will Stop the Rain” – CCR | 3 – “Umbrella” – Rhianna |
| 7 – “Here Comes The Rain” – Eurhythmic | 2 – “Purple Rain” – Prince |
| 6 – “Thunder Rolls” – Garth Brooks | 1 – “Rock You Like A Hurricane” – Scorpions |

Preparedness Tip #9: Invite The Neighbors

Having access to every day conveniences give you advantages. Invite the neighbors over for a home-cooked meal. They will appreciate your gesture and the comfort of air conditioning (or heat) even more.

Recipe #3: Full Power Baked Ziti w/ Salad and Garlic Bread



* 1/2 recipe for small family portion

Tools: Boiling pot, 2 - 13x9” pans, frying pan, pasta strainer and oven

Ingredients

- 2 lbs of ziti noodles (or Penne)
- 2 – 24 oz jars of marinara sauce
- 3 lbs ground beef
- 4 cups mozzarella cheese
- 3 teaspoons oregano
- Dash salt and pepper

Directions Brown ground beef in pan until thoroughly cooked. Drain juices. Cook pasta until it's al-dente. Combine pasta, meat, marinara sauce, oregano, salt and pepper to taste. Mix well. In 13 x 9” pans, lay pasta, mix and top with mozzarella cheese. Bake ° at 350 for 30 to 45 minutes. Add a side salad and garlic bread to complete meal. Invite the neighbors and indulge!

**Preparedness Tip #10:
Consult
An Expert**

If you are considering an automatic home standby generator, it is best to consult an expert. Generac has a team of authorized dealers waiting to help you make the best choice for your home and family.

Post Storm Clean-Up

When the storm subsides, you may find your neighborhood in disrepair and isolated from surrounding communities. Protect your neighborhood by planning ahead!

How You Can Help

- **Identify and check-in on elderly and special needs neighbors**
Make sure these neighbors are safe and have an advocate during the storm. If no relatives are available, reach out to Red Cross or emergency care facilities.
- **Seek out Red Cross volunteer positions**
Often times, when the storm hits, it is too late to get involved. Reach out now and train before disaster strikes. Anyone can be a volunteer.
- **Create a disaster preparedness plan for the neighborhood**
Having a plan prepared in advance can be a major asset. Jointly develop how your community will pull together and assign people tasks for post-storm efforts.



Cleanup Crew Committee

Cleaning up after a storm can be a huge undertaking. Be sure to pool resources to divide and conquer. Here are a few tips to consider when developing your cleanup crew committee:

- ✓ Assign a coordinator
- ✓ Recruit clean-up crew members
- ✓ Select a post-storm meeting location
- ✓ Survey clean-up site
 - Know when it is safe to start clean-up efforts
 - Avoid downed power lines and highly flooded areas
- ✓ Gain access to tools and supplies
 - Identify neighbors with flood dewatering pumps, pressure washers, shop vacuums & chain saws
 - Know how to properly dispose of debris
 - Have a stash of garbage bags, bleach, gloves and other cleaning supplies on hand
- ✓ Organize trash removal



Thank clean-up crews with a warm meal or hand-written note. A little goes a long way!



When you invest in an automatic home standby generator, you'll get piece of mind knowing a power outage may no longer impact your life.

**Schedule your FREE
in-home assessment today!**

Call 800-865-6185

Special Offer

*5-Year Extended Parts & Labor Limited Warranty**

\$495 Value

* Instead of our standard 5-year warranty, you'll receive our 5-year extended parts and labor limited warranty – a \$495 value FREE.

www.generac.com/storm-prep-ihc

Why Choose Generac?

Founded in 1959, Generac remains the #1 selling brand of home standby generators in the industry. In fact, today our generators are preferred by 7 out of every 10 homeowners who invest in automatic standby power. Our product lines are also supported by a 5,000-plus nationwide dealer network that provides sales assistance, installation, service and parts.

If you're ready to invest in home backup power, start by scheduling a free in-home assessment with an authorized dealer. Visit www.generac.com/storm-prep-ihc to schedule your appointment. At that time, the installer will visit your home to review your system requirements, provide equipment advice and help you navigate the installation process. You'll also get a written estimate for the generator and the cost to install.

The in-home assessment is completely free and you have no obligation to buy. It's all part of our commitment to deliver real value to you, our customer, so you have peace-of-mind not just after your home backup power system is installed, but through every step of the process.



GENERAC®

**THE GENERAC
PROMISE**



* Hecho en E.E.U.U. con componentes nacionales y globales.

WE'LL BACK YOU UP. WE'RE STANDING BY. COUNT ON IT.

The Generac Promise means that we guarantee that our home standby generators will give you peace of mind and the power to live. It means that we engineer and build them here in America. It means we stand behind them with a strong 5-year limited warranty. We promise to continue to innovate, like with our new Mobile Link™ cellular monitoring system, so you'll know the status of your generator, no matter where you are. And if you ever need to call, we're standing by 24/7, every minute of every day, ready to pick up the phone right here in Wisconsin.

Reliable. Dependable. We promise.