



*Case Study*

# SEVERE CALIFORNIA WILDFIRES DRIVE GLEN EDEN SUN CLUB TO ADD ALERTFIND

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## Company

Glen Eden Sun Club

## Industry

Hospitality

## IgniteTech Product

AlertFind

## Customer Website

[www.gleneden.com](http://www.gleneden.com)

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California's record-setting wildfires did billions of dollars of damage in 2018. The worst fire was the Camp Fire, the costliest natural disaster in the world, killing 85 people and causing \$16.5 billion in damages.

Residents of Glen Eden Sun Club, a naturalist resort and RV park in Temescal Valley, CA, saw the destruction a wildfire can do firsthand when the Holy Burn Fire burned 18,000 acres in July and August 2018. The fire came within 200 feet of one of the resort's residences.

### THE PROBLEM

With wildfire and mudslide season running year-round in California, the resort knew they were at high risk for mud and debris flows and evacuations, said Gloria Schoeppe, chairperson of the emergency preparedness committee for Glen Eden Sun Club.

But when the local fire department, flood control, emergency management service and the forest service all told the resort that they were at especially high risk for mud and debris flow because a natural creek flowed through their property, they knew they had to take action.

The resort was relying on block captains to notify all the residents and visitors in their section. This manual process took an hour, and Schoeppe and the resort's leadership knew a slow response could mean injuries or even death for their members.

A mandatory evacuation of the resort provided the final push the resort leaders needed to select an emergency notification system. After looking at 10 emergency notification systems, they did a demo with four options before choosing IgniteTech's AlertFind.



They like that the ENS has a mobile app that allows them to send alerts from anywhere, Schoeppe said. That way, if an admin is off the property, they can still alert all the residents. And with the earthquake threat in California, they also liked AlertFind's secure off-network alerting that ensures they can also get alerts out, even if the local networks are down.

### THE SOLUTION

They had just started implementing AlertFind and were in the middle of training when another evacuation order came through. The evacuation process has three stages, starting with a warning to get ready as a wildfire or storm is coming. The second order is a voluntary evacuation, followed by the third order which is a mandatory evacuation for everyone in the affected area.

Schoeppe worked with her customer success manager to get the system up and running that day. "The very first alert I had to send out, I was quite nervous because I only had one training session. But once I was done, I was elated because it was so intuitive," Schoeppe said. "The ability to communicate within seconds, literally, to a mass group of people is phenomenal."

### HOW GLEN EDEN USES ALERTFIND

Following that first alert, Glen Eden started using their ENS regularly. They sent out alerts regularly for fire and mudslide threats, as well as road closures. With the fire threat continuing, they quickly integrated their ENS into their emergency planning.

"When you're looking at individuals that you're responsible for alerting, it's a tremendous responsibility, but I feel that with the proper tools, such as AlertFind, it has lightened that burden," she said.

Although Glen Eden originally purchased AlertFind to send emergency alerts, they've recently expanded their use to include updates about road closures, power outages, resort activities and other events.

### KEY TAKEAWAYS

The leadership of Glen Eden feels like they took a major step in protecting their residents when they added the ENS. With their ability to send personalized alerts, they feel confident they're informing members of any pending disasters, and the members feel safer knowing they will receive immediate information to help keep them safe and informed, Schoeppe said.

"Our organization feels this is the best money we have ever spent. Initially, we were looking for a way to send emergency notifications; however, we have discovered many more ways to use AlertFind," Schoeppe said.

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### LEARN MORE

To learn more about how IgniteTech's AlertFind solution can help with your organization's unique communication needs, visit [ignitetech.com/alertfind](https://ignitetech.com/alertfind).

## BY THE NUMBERS

### Glen Eden Sun Club



**Residents Needed to Notify**  
300-1,700

**Key Risk**  
Wildfires and mudslides

**Response Rate**  
55% respond within 5 minutes

**Number of Alerts Sent**  
7 mandatory evacuations  
7 voluntary evacuations  
37 updates

**Key Improvement**  
Ability to immediately notify all residents at Glen Eden in case of wildfire or mudslide