



La Conchita, California
January 10, 2005



Los Angeles, January 17, 1994

Every
business
should
have a
plan

facilities

- Disaster-proof work spaces and essential equipment. Secure/remove dangerous items from top shelves. Bolt and brace the water heater, which can often topple over and ignite fire.
- Beware windows or framed artwork - glass will shatter and spray in a quake.
- Establish an internal and external communications plan for your facility. Consider short-wave radios, satellite, microwave technology.
- Know how to locate and use utility shut-offs.
- Conduct regular earthquake and fire drills.
- Keep office stocked with emergency supplies:
 - 7 day supply of water and food
 - radio
 - fire extinguisher
 - first aid kit
 - flashlights & batteries
 - cleaning supplies
 - waterproof plastic bags
 - camera
 - portable generator

keep going

- Plan for an alternate worksite in case your facility is damaged or inaccessible.
- Consider how you will communicate alternate ways to reach you to your customers.
- Keep customer records backed up and accessible.
- Consider other ways to deliver your services or products, such as mutual aid agreements with other vendors.
- Connect with Santa Monica Organizations Active In Disasters (SMO Aid) to take part in the recovery effort.

Plan to Stay in Business

A guide to preparing
for the worst
so your business
can be at it's best
even after a disaster



www.smgov.net/oem



It's not "if" there will be a disaster - there will be. **How well you prepare** for it often determines whether or not your doors open afterwards...

THE RISKS ARE REAL
New calculations reveal there is a 97% chance a magnitude 6.7 quake or larger will strike Southern California in the next 30 years. For the Los Angeles Basin alone, the probability is 67%.

New York City, September 11, 2001

THE PRICE OF NOT BEING PREPARED...

Companies that do not resume operations at some level within ten days of a disaster are not likely to survive.

Of businesses that experience a disaster and have no emergency plan, 43% percent never reopen; of those that do reopen, only 29% are still operating two years later.

43% of companies that suffer a catastrophic data loss never reopen.

Small businesses employ 50% of all private sector workers and provide almost 45% of the nation's payroll.

Statistics show that 40% of these small businesses fail following a catastrophic incident.

Of all American workers, 62% are worried about how prepared their workplace is for a natural or man-made disaster.

Preparing makes good business sense

insurance

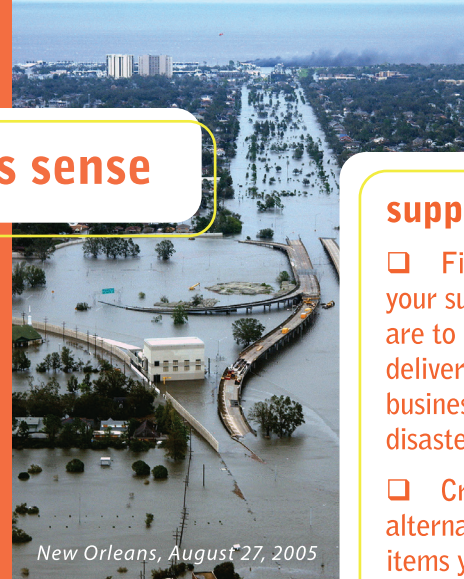
- ❑ Evaluate insurance coverage annually.
- ❑ Find out what to expect when you file a claim.
- ❑ Consider a policy that will reimburse for business disruptions in addition to physical loss.
- ❑ Become familiar with disaster business resources from FEMA and the SBA (sba.gov).



*Sabine, TX
September 13, 2008*



*Los Angeles,
January 17, 1994*



New Orleans, August 27, 2005



*Sylmar, California
November 8, 2008*

brainstorm

- ❑ What are your core services and how can you safeguard them?
- ❑ Identify your most immediate threats. Fire is the most common.
- ❑ Where will your customers go if you can't provide goods and services?
- ❑ Are there potential business opportunities following a disaster?
- ❑ Coordinate with other building tenants to identify potential issues.

human resources

- ❑ Have a place where employees can store seven days of food, water and supplies.
- ❑ Develop an emergency contact list and a phone list of all employees and key customers. Provide copies to key (or all) staff.
- ❑ Give extra keys/ alarm code to a trusted employee or friend.
- ❑ Give staff members specific responsibilities so they know what to do in case of emergency
- ❑ Encourage direct deposit to ensure employee compensation

data backup

Make on-site and off-site copies of these documents:

- ❑ lease
 - ❑ insurance policies
 - ❑ payroll records
 - ❑ tax records
 - ❑ accounting records
 - ❑ production records
 - ❑ current credit report
 - ❑ customer and vendor lists
- ❑ Routinely update creditor and supplier contact information.
- ❑ Back up computer files. Consider remote internet backup, RAID arrays, offsite optical or tape (LTO) media. Ensure backup facility is far enough away to avoid damage from a large regional disaster like an earthquake.
- ❑ Have on-site and off-site copies of all hard documents. Consider scanning/digitizing hard records.

supply chain

- ❑ Find out what your suppliers' plans are to continue deliveries to your business after a disaster.
- ❑ Create a list of alternate suppliers for items you and your customers are most likely to need.
- ❑ Talk to your competitors about sharing resources in the event of a disaster.



*Santa Monica Pier,
January 27, 1983*