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
  - ❑ first aid kit
  - ❑ cleaning supplies
  - ❑ camera
  - ❑ fire extinguisher
  - ❑ flashlights & batteries
  - ❑ waterproof plastic bags
  - ❑ 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 (SMOAID) to take part in the recovery effort.

OEM
CITY OF SANTA MONICA
OFFICE OF EMERGENCY MANAGEMENT

www.smgov.net/oem

Plan to Stay in Business

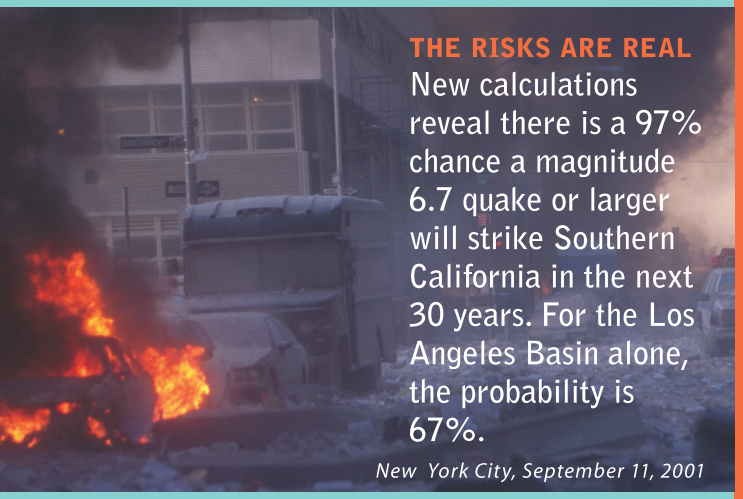
A guide to preparing for the worst so your business can be at it's best even after a disaster

City of Santa Monica

Santa Monica CHAMBER OF COMMERCE
Building a Thriving Community Since 1925

down town santa monica
third street promenade

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...



New York City, September 11, 2001

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%.

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.

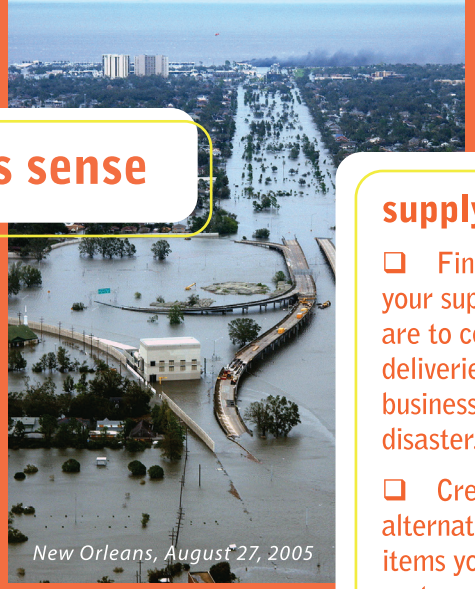
43% of companies that suffer a catastrophic data loss never reopen.

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



New Orleans, August 27, 2005

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

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