A study revealed that 1:

- The average company will lose 2 – 3 % of its gross sales within 8 days of a sustained computer outage.
- The average company that experiences a computer outage lasting longer than 10 days will never fully recover.
- Fifty percent will be out of business within five years.


Purchasing Information:
Many of the items mentioned can be purchased at your local drug or hardware store. For more information, please contact your local American Red Cross or Office of Emergency Services.

For more information, please contact your local city or county Office of Emergency Services, or the local chapter of the American Red Cross.
Governor’s Office of Emergency Services
www.oes.ca.gov

Federal Emergency Management Agency
www.fema.gov

American Red Cross
www.redcross.org

This brochure provided to you by:

Other things you can do
Assist employees in preparing their own homes and families, so that they can report to work when disaster strikes.
Collaborate with neighboring store owners in preparing for a disaster, so that you can assist each other if disaster strikes.
Make plans for your own family, to ensure their safety if you’re away.

Prepared by:
Governor’s Office of Emergency Services
Southern Region

Top 10 Things You Can Do for Under $100

Graphics reprinted from FEMA-74, “Reducing the Risks of Nonstructural Earthquake Damage, a Practical Guide”
California is Earthquake Country.

In 1983, the Coalinga Earthquake permanently closed down one quarter of the downtown businesses.

During the 1989 Loma Prieta Earthquake, property damage was estimated at $5 billion. Although there were fewer cases of total structural collapse in the 1994 Northridge Earthquake, damages that occurred were primarily due to overturned filing cabinets, sliding equipment, moving contents and other nonstructural items.

California faces other threats, including floods and fires, which can severly damage or shut down businesses.

There are several things YOU can do for little or no cost.

Cost Effective Ways to Reduce Your Business’s Exposure*

1. Back up computer files (pack of 100 for $20). Store back-up files at multiple locations.

2. Secure computers and other electronic equipment ($5-$10 each for equipment under 200 lbs.).

3. Install drawer latches (child-proof latches) ($5 - $10 each).

4. Bolt / strap / secure file cabinets and bookcases ($10 each).

5. Brace or anchor shelves and furniture ($10 each).

6. Use museum wax to anchor pottery, porcelain, ceramics, glassware, etc. ($4 for 50 grams).

7. Get emergency supplies ($5 - $10 per person).

8. Fasten pictures / mirrors / wall mounts ($2 - $5 each).

9. Install Smoke Detectors ($20 each).

10. Appoint a safety officer to evaluate your physical plant for hazards.

Businesses that take measures to reduce their exposure to damages and make preparations to restore operations may have a competitive edge over other businesses after a disaster.

There are several things YOU can do for little or no cost.

*Prices approximate