

A study revealed that ¹:

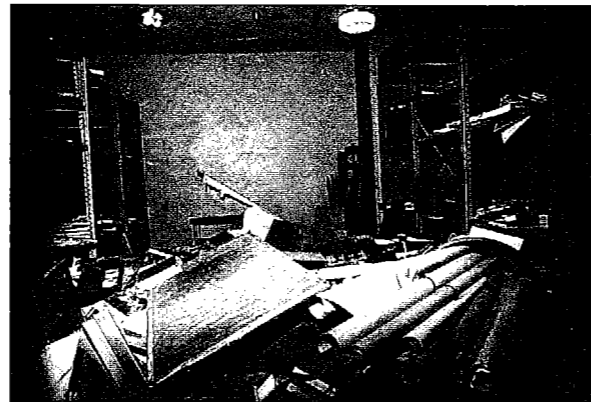
- ✓ The average company will lose 2 – 3 % of its gross sales within 8 days of a sustained computer outage.
- ✓ The average company that experiences a computer outage lasting longer than 10 days will never fully recovery.
- ✓ Fifty percent will be out of business within five years.

¹: California Office of Emergency Services, Earthquake Program, *Business Resumption Planning Guidelines*, June 1993



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.



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.

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

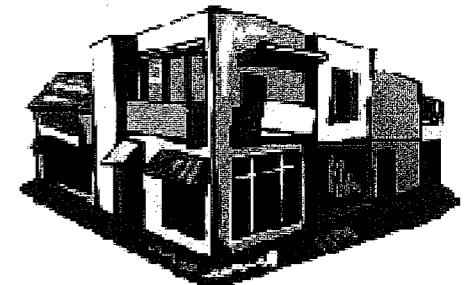
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Governor's Office of Emergency Services
Southern Region

Graphics reprinted from FEMA-74, "Reducing the Risks of Nonstructural Earthquake Damage, a Practical Guide"



Disaster Preparedness for Small Businesses



Top 10 Things You Can Do for Under \$100

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 severely damage or shut down businesses.

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

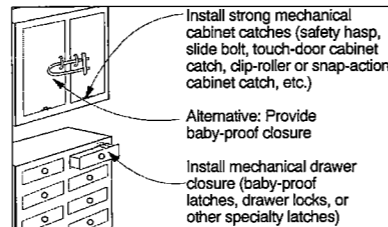


TOP TEN

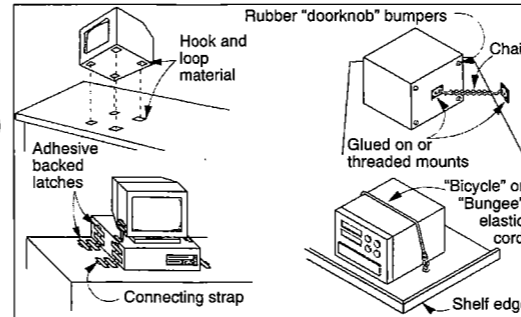
Cost Effective Ways to Reduce Your Business's Exposure*

- 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 200lbs.) ↴



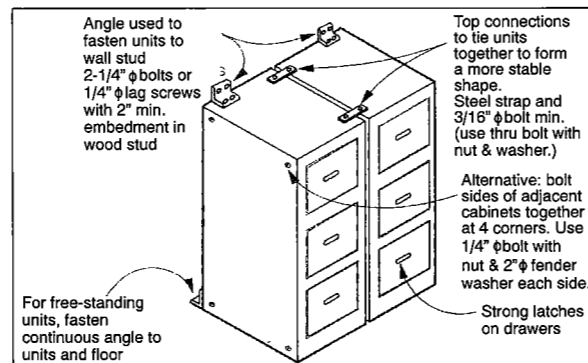
Cabinets and drawers



Computers and other electrical equipment

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

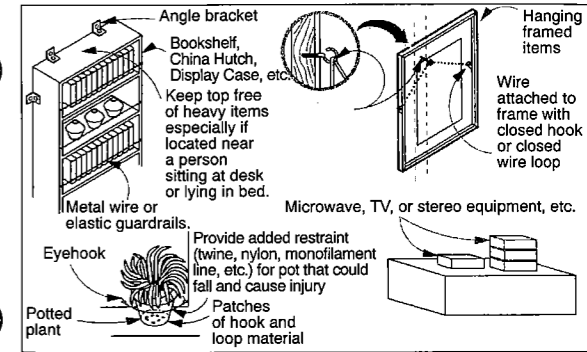
- 4** Bolt / strap / secure file cabinets and bookcases (\$10 each). ↴



Shelving, bookcase, and file cabinets

- 5** Brace or anchor shelves and furniture (\$10 each) ↴

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



Office equipment and store items

- 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.

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



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By eliminating potential hazards, you can prevent the loss of your business and minimize the amount of time and money needed to repair and replace destroyed items.

(* Prices approximate)