



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Contact: Marce Musser, Economic Development
(757) 253-6607 or mmusser@james-city.va.us

Businesses learn how to prepare for disasters

More than 50 businesses representing catering companies to dental firms to funeral homes recently attended a seminar to learn how to “Prepare and Profit” after a disaster.

The daylong annual event featured emergency officials, and experts on technology, risk assessment, insurance coverage and more. It was sponsored by James City County’s Fire Department and Economic Development. “Prepare and Profit II, What YOU Wanted” was based on last year’s successful event aimed at giving business and industry the tools needed to prepare and protect their profits in the wake of a disaster. National statistics show that at least 25 percent of businesses that close after a disaster do not reopen.

“We have learned that after a disaster, businesses affected may fail,” said James City County Administrator Sandy Wanner. “We have developed the ‘Prepare and Profit’ series to help give James City County businesses the information they need to survive and even succeed during adversity.”

“James City County is a progressive organization to coordinate this one of a kind event to help businesses get the information they need to respond,” said Karen Cole, CEO, Assura, Inc. “This seminar was one of the most comprehensive and best coordinated seminars in which I have participated. They brought together industry experts from all areas of private and government preparedness planning to give participants a wide range of options to improve their business’s ability to respond to any business disruption or disaster.”

“The seminar raised the awareness for all businesses -- whether small or large -- the importance of having a business continuity and disaster preparedness plan. Every business should have an emergency plan, whether it’s a fire, hurricane, winter storm, tornado, flood, influenza pandemic or any natural disaster. It can save lives, company assets, and your entire business,” said Marshall N. Warner, Chesapeake Bank Executive Vice President.

Here are 5 steps recommended for businesses to improve their preparedness:

1. Make sure you have current contact information for all employees and key suppliers.
2. Backup critical data and take it off site.



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3. Plan for recovery of critical documents
4. Review insurance policies for appropriate coverage in the event of an emergency or disaster.
5. Review vendor contracts for emergency clauses that ensure you get priority service during critical situations.

For more information on disaster planning, contact Emergency Management Director Kate Hale at 566-4315 or khale@james-city.va.us or Margaret Tucker, Fire Safety Public Educator, at 253-0574 or Margaret@james-city.va.us.

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