



YOUR BUSINESS COMMUNITY ADVOCATE

Dear Business Owner:

The Gilbert Chamber of Commerce hopes that you will never have to deal with a disaster but planning ahead could mean the difference between reopening and closing your doors.

According to Roberta Witty, Research VP, Office of Emergency Preparedness who wrote the following: "In Disasters Aftermath" 14 September, 2005 10:06 AM EST; Advice from the Trenches Commenting on Small and Mid Sized Businesses That Survived Katrina.

After speaking with several individuals from businesses impacted by Katrina, we find that companies that have been successful so far in their recovery activities did the following things right:

- They started the planning process early. Those that had a plan and activated it 48 hours prior to the storm at the latest were effective.
- They took care of their workforce with housing allowances, daily sustenance stipends, continuing payroll, and so on.
- During the business continuity and disaster recovery planning process, they leveraged their other facilities for IT and workforce recovery.
- They prepared all non-impacted facilities and workforce in the surrounding areas to pick up the business volume that was consequently transferred to their locations.

Each of the above mentioned observations cites businesses that responded successfully to the challenge of recovery in the wake of Hurricane Katrina. Businesses that successfully responded to the challenges of recovery had preparation and planning in common. The Gilbert Chamber of Commerce wants to encourage its members, indeed all businesses, to make adequate preparation to facilitate their return to operation and service subsequent to either natural disasters or breaches of homeland security. By doing so your business can play a vital role that affects not only your economic well being but the well being of your employees, vendors, customers and your whole community.

The Gilbert Chamber along with the Western Association of Chamber Executives and The Institute for Business and Home Safety is making this program available to you along with the publication and work book "[Open for Business](#)". We hope your use of this workbook will prove valuable.

Kathy Langdon
President/CEO