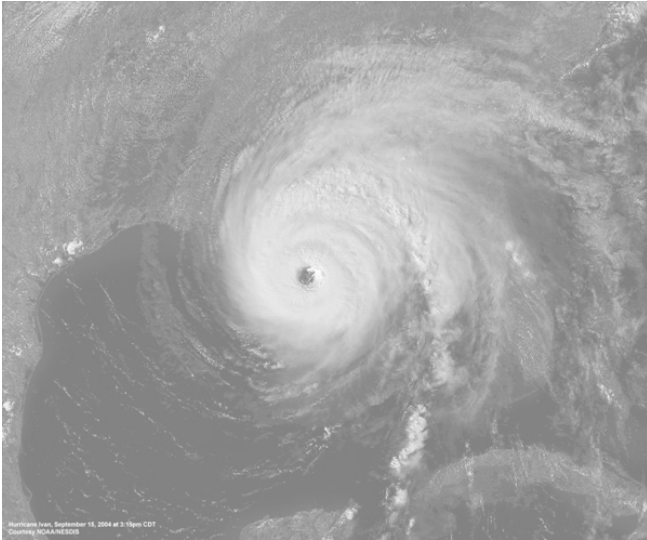


Prepare your business for emergencies with an individualized seminar from the American Red Cross!

Do you know:

- 25% of businesses fail to reopen after a major disaster
- The number of declared disasters has more than doubled
- Your dependence on technology?



Hurricane Ivan slams the Alabama Coast in 2004

The Bottom Line:

Disaster-Related Service Interruptions Cost Your Company Money and Customers.

No doubt your business may have insurance in place to protect against disasters. But insurance only provides limited help for certain losses for which coverage has been obtained and is in force. Whether your organization is large or small, a solid plan is necessary to handle disaster-related business interruptions. That's why the **American Red Cross Alabama Gulf Coast Chapter has expanded its offerings to include individualized seminars for local businesses.** Having a Continuity of Operations Plan (COOP) developed professionally can cost thousands of dollars but the Red Cross is offering these two hour seminars to businesses for the low cost of \$100.

The individualized two-hour seminar will be led by the Director of Disaster Services of the American Red Cross Alabama Gulf Coast Chapter, who will:

- Help you begin the process of creating your company's Continuity of Operation Plan (COOP).
- Guide you with his expertise in the areas of disaster preparedness and response planning.
- Educate you and your staff about proper COOP provisions to be made for your particular company.
- Provide you with a copy of the CD-ROM titled Guide to Business Continuity Planning.

The Guide to Business Continuity Planning CD-Rom includes nine information-packed modules:

- An introduction to Business Continuity Planning
- Overview: defining goals, identifying processes and procedures, developing a plan
- Project management
- Facility documentation
- Business impact analysis
- Business continuity alternatives
- Emergency response
- Plan exercise and evaluation
- Plan implementation and maintenance

For more information contact:

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American Red Cross

Alabama Gulf Coast Chapter

Ron Baughman previously served as the Chairman of the Mobile County Volunteer Organizations Active in Disaster (VOAD) and as the Director of Volunteers for the Disaster Recovery Ministry of the Alabama-West Florida Conference of the United Methodist Church. In addition, he has extensive military planning experience.