



Richard M. Krieg, Ph.D., Chair
President and CEO,
The Horizon Foundation

Mary D. Lasky, Vice-Chair
Program Manager for
Business Continuity
Johns Hopkins University
Applied Physics Laboratory

Peter L. Beilenson, MD
Howard County
Health Officer

Chief Joseph A. Herr
Howard County Fire
and Rescue Services

Chief William J. McMahon
Howard County
Department of Police

Susan M. Rosenbaum
Director, Department
of Citizen Services

Patricia A. Heineman
CERN Coordinator

10480 Little Patuxent Parkway
Suite 900
Columbia, MD 21044
www.cernhc.org
410.715.0311

March 12, 2008

Dear Business Owners and Executives:

The Howard County Community Emergency Response Network (CERN) has developed a plan to assist businesses in minimizing interruptions to their operations when emergencies occur.

Fire, flood, hurricanes, tornados, or terrorism could devastate your business. The U.S. National Fire Protection Agency reports that 43% of companies never resume business after a major fire and 78% of companies experiencing a major fire are out of business within 3 years. Indeed, the Institute for Business and Home Safety reports that about 25% of businesses impacted by a disaster do not survive.

After using the CERN materials described below to start his planning, local business owner Richard Dean of Environmental Systems Associates may have said it best: "A fire would not put me out of business, but my lack of preparedness would."

CERN has created two single-sheet documents to aid in your business continuity planning:

"Planning For An Incident That Interrupts Your Business" is a work sheet for your use in planning for an incident where your business would be interrupted. On the back of the worksheet is an example that shows how to use the worksheet for your business.

"Emergency And Recovery Management Plan" is a sample plan that could be executed if you needed it. On the back is a form that you should fill in with your own key phone numbers that you will need in case of an emergency, to contact people quickly in restoring your business. Ideally, you would take this sample plan and modify to fit your particular business and then copy this paper and keep one copy at work, one in your car, and one at home, so you always have a copy readily available.

If you have questions, please contact the CERN office at **410-715-0311** or **www.cernhc.org**

Community Emergency Response Network (CERN)

In response to the attacks of September 11, 2001, Howard County established a Community Emergency Response Network (CERN) to increase overall community preparedness. The network was formed by a group of first responders, nonprofit leaders and others, with a goal of increasing community resilience to a variety of threats. CERN today is a corps of 63 leaders of the emergency management and first responder community, who work with their counterparts in the public and private schools, nonprofit agencies, the corporate sector, and volunteer organizations. CERN's supposition is that a community that shares information, thinks out of the box, fosters joint planning and trains together will have a relative advantage before, during and after such an event.