



Planning Can Cut Disaster Recovery Time, Expense

What happens to your small business after a disaster strikes often depends on what you do before the disaster.

Having a plan for emergencies is the key to getting back to business with the minimum disruptions. Your plan should consider what types of emergencies might affect your company and outline steps you should take to be ready if the emergency actually hits.

The SBA's disaster-assistance programs (www.sba.gov/disaster) help homeowners, renters and businesses of all sizes recover from a declared disaster. However, nothing can take the place of effective prior planning.

That's something Joe Bogner of Dodge City, Kan., learned first-hand. Bogner, owns Western Beverage, Inc., an alcoholic

beverage distributing company serving 29 counties in western Kansas. In 2002, Western Beverage sustained millions of dollars in fire damage. Yet the company resumed deliveries after just three days. Bogner was named the Kansas Small Business Person of the Year for 2006, partially because of his company's ability

to respond to adversity. As his nomination package stated, "Setting up plans of action and following through are Joe's way of life. He has proven and is continuing to prove that dreams can come true."

With locations in Dodge City and Hays, it employs 54 people and delivers nearly

1,500,000 cases of product annually. The business was founded in 1960 by Albert Bogner, utilizing one truck, one van, and three employees in Dodge City to sell and deliver 40,000 cases of product to 19 counties in Southwest Kansas.

Joe Bogner began working full time in his father's company on a temporary basis in 1973, after completing his sophomore year at Dodge City Community College. Unable to decide upon a major and confused about his future career plans, Joe hoped that by returning home and taking some time off from school, he would be able to find his direction. He did. After one year of working alongside his father, he returned to college with a plan - to earn a degree in Business Administration from the University of Kansas, work in the family business after graduation, and one day take over for his father as President and owner of Western Beverage, Inc. Less than one year later, however, his plan changed dramatically. His father began to experience health problems at the same time the industry began to undergo significant changes. As the only one of five children interested in managing the company, Joe once again left KU and returned home to Dodge City.

Under Joe Bogner's management, Western Beverage continued to grow in both market area and sales volume. In 1978, the business hit \$1 million in sales for the first time and expanded its existing warehouse facility with the assistance of an SBA 7(a) guaranteed loan. Upon his father's death in 1985, Joe became sole owner of the business and shortly thereafter, expanded his customer base with the purchase of an existing distributorship in Great Bend, Kansas. In 1990, the company underwent a major physical expansion when a new facility was constructed in Dodge City utilizing SBA's 504 loan program. Joe expanded into Northwest Kansas with the purchase of an existing distributorship in Hays

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in 2000.

Presently, Western Beverage operates from a completely restored facility in Dodge City, while also maintaining a warehouse in Hays. Last year it generated 20 times more sales revenue than in 1978.



How Will You Stay in Business?

Planning to stay in business after a disaster is as easy as clicking on www.ready.gov, the U.S. Department of Homeland Security's Web site for home and business disaster planning.

How quickly your company can get back to business after a terrorist attack or tornado, a fire or flood often depends on emergency planning done today. When you consider that the number of declared major disasters nearly doubled in the 1990's compared to the previous decade, preparedness becomes an even more critical issue. Though each situation is unique, any organization can be better prepared if it plans

carefully, puts emergency procedures in place, and practices for emergencies of all kinds.

omy are more secure. A commitment to planning today will help support employees, customers, the community, the local economy and even the country. It also protects your business investment and gives your company a better chance for survival.

Small- to medium-sized businesses are the most vulnerable in the event of an emergency. Having an emergency plan can help protect a company and enhance its potential to recover after an emergency.

Though most businesses agree emergency preparedness is important, too few are taking necessary steps to prepare. According to an October 2005 survey of small businesses conducted by The Ad Council, 92 percent of respondents said it was very important or somewhat important for businesses to take steps to

Preparing makes good business sense.

America's businesses form the backbone of the nation's economy; small businesses alone account for more than 99 percent of all companies with employees, employ 50% of all private sector workers and provide nearly 45 percent of the nation's payroll. If businesses are READY to survive and recover, the nation and our econ-

omy are more secure. A commitment to planning today will help support employees, customers, the community, the local economy and even the country. It also protects your business investment and gives your company a better chance for survival.

prepare for a catastrophic disaster, but only 39 percent said their company had a plan in place.

Ready Business can help with the planning that so many businesses agreed was necessary. The Web site outlines commonsense measures business owners and managers can take to start getting *ready*. It provides practical steps and easy-to-use templates to help you plan for your company's future. These recommendations reflect

the Emergency Preparedness and Business Continuity Standard (NFPA 1600) developed by the National Fire Protection Association and endorsed by the American National Standards Institute and the Department of Homeland Security. It also provides useful links to resources providing more detailed business continuity and disaster preparedness information.

Business continuity and crisis management can be complex issues depending on the particular industry, size and scope of your business. However, putting a plan in motion will improve the likelihood that your company will survive and recover. The following information is a good start for small- to mid-sized businesses. Companies that already have their emergency plans in place can continue to help create a more robust sustainable community by mentoring businesses in their own supply chain and others needing advice.

Preparing makes good business sense.

PLANNING TO STAY IN BUSINESS

Be Informed—Know what kinds of emergencies might affect your company.

Continuity Planning—Assess how your company functions both internally and externally.

Emergency Planning—Your employees and coworkers are your business's most important and valuable resource.

Emergency Supplies—Think first about the basics of survival: fresh water, food, clean air and warmth.

Deciding to stay or Go—Shelter-in-place or evacuate, plan for both possibilities.

Fire Safety—Fire is the most common of all business disasters.

Medical Emergencies—Take steps that give you the upper hand in responding to medical emergencies.

For more details, visit the Web site:

www.ready.gov/business.

For SBA disaster-recovery information,

visit: www.sba.gov/disaster.