



For Immediate Release

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SBA'S Radio Network Interviews Disaster Planning Company to Help Small Businesses Plan For Disasters.

The president and founder of Code Red Business Continuity Service in Cranston, Rhode Island, Lori Adamo, was recently interviewed on the Small Business Radio Network by host Ron Johnson about disaster preparedness. During the live interview, which can be downloaded as a pod cast on the small business administrations website, Adamo provides valuable incite and guidance on how small businesses can limit their exposure due to a disaster such as a hurricane, tornado, workplace violence, fire, flood, storm, or power outage.

As Ron Johnson states in the interview, “thousands of businesses were shut down because of Hurricane Katrina. Small businesses in the region lost billions of dollars.” Business disasters, such as hurricane Katrina, or even a smaller storm, can happen at any time. It is a good idea for every business to have an emergency plan in-place before a disaster hits.

Adamo addresses how a small business owner can develop a disaster continuity plan. States Ms. Adamo, “Identify the company’s internal and external vulnerabilities. Look at external risks such as flooding.” For internal risks Adamo suggested that the businesses look at historical data and information such as the frequency of power outages. “Create,” said Adamo, “a disaster plan with the aim of mitigating those risks.”

The program also focused on where to get more information in regards to disaster preparedness, types of insurance, protecting records and what is the first thing a business should do after disaster strikes.

Code Red Business Continuity Services, provides strategic continuity plans to help businesses and organizations, including non-profits, prepare for disasters of virtually any and every type. The plans often include preparing for disaster, business continuity, emergency response and recovery strategy. As a community outreach, Code Red frequently conducts seminars about disaster planning. Recently the company provided a series of public awareness presentations on the threat of a pandemic flue outbreak.

To listen to the entire broadcast of the program visit the Small Business Administration’s web site at www.sba.gov . Scroll on the left side of the web page to “Your Small Business Voice – Tune into your business” and click on the pod cast icon. The transcript of the pod cast can be downloaded.

For more information about Code Red Business Continuity Services call (401) 785-4911, or visit their web site at www.coderedbcs.com.

