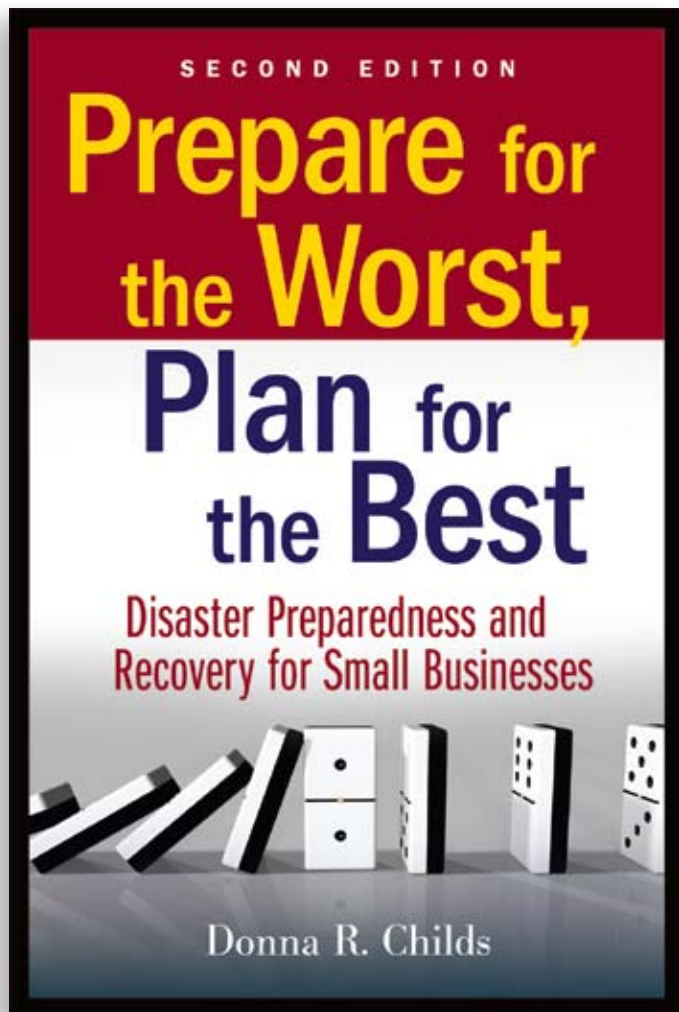


How to protect your small or mid-size business against disasters



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Now in its second edition, *Prepare for the Worst, Plan for the Best* presents you with a structured, time-tested blueprint to help you evaluate your business in terms of its vulnerability and guide you through developing a cost-effective, individualized disaster and recovery plan. This book is an essential handbook for anyone who owns, or plans to start, a small business, to help you move from paralysis to preparedness.

Praise for **Prepare for the Worst, Plan for the Best**

“A fascinating read, based on experience with 9/11 but applicable to many types of natural or human-caused disasters. The author provides detailed and useful information on disaster recovery planning for small businesses, emphasizing IT recovery but providing useful tips for much more. The extensive explanation of insurance coverages is well balanced with guidance to help a small business take action to survive, remain viable, and ultimately to recover and remain competitive in the marketplace following a disaster.”

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“As the number of businesses grow in the United States, so do the numerous threats to their survival including natural or manmade disasters, technology and security breaches, and questionable or ultimately unsuccessful business relationships. Donna Childs’ extraordinary personal and business experiences, coupled with her economic development work, make her a remarkable resource for entrepreneurs as they integrate contingency planning into their overall business strategy. Her focus on IT is particularly important given how vital information storage and retrieval has become for businesses of all sizes. A must-read-and a must-plan-for any business owner.”

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“An essential handbook for anyone who owns, or plans to start, a small business, *Prepare for the Worst, Plan for the Best* helps you move from paralysis to preparedness. It’s a logical, understandable approach to protecting the business you worked so hard to build.”

—LAUREN SIMONDS, Managing Editor, SmallBusinessComputing.com

About the Author

DONNA R. CHILDS is a former senior executive at the world’s largest reinsurance company, which required her to deal with major and minor disasters on a daily basis. This experience proved critical when she established her own small business in Lower Manhattan. Her company, located on Wall Street, was directly impacted by the events of September 11, 2001, and that experience gave her firsthand knowledge of what small businesses must do to ensure that they are protected from future disasters. In 2007, the National Association of Women Business Owners named Donna Childs its *Woman Business Owner of the Year*. Her website, www.preparedsmallbusiness.com, offers resources to help small businesses become resilient.