

**U.S. Small Business Administration  
Ron Johnson Interview with Bob Boyd**

Ron Johnson: For small businesses, surviving a disaster doesn't begin with clearing the debris and returning to work. Surviving begins long before the disaster strikes with proper planning. Proper planning should include insurance coverage, emergency power, protection of company records, medical emergencies, taking care of your employees and continuity planning.

Hello, I'm Ron Johnson with the U.S. Small Business Administration, *Your Small Business Resource*. With me today is Bob Boyd. He is CEO of Agility Recovery Solutions. Welcome Bob.

Bob Boyd: Thanks Ron. I appreciate being here. I'm excited about being with you.

Ron Johnson: So what can small businesses do to enhance its potential to recover after a disaster?

Bob Boyd: After a disaster, really, businesses need to begin the part of that development of the plan that I've identified. Who's going to be in control of the crisis and the response to it? They need to really depend upon making sure that they control information and communicate effectively with their employees and their vendors and their customers. And then

really have a plan in place that allows them to get back up and running quickly within a matter of hours or days to take and resume their operations.

Ron Johnson: What advice can you give Bob a small business to help them become better prepared?

Bob Boyd: Well Ron, at a bare minimum, we think that small businesses really should perform a risk assessment and identify the threats that are presenting itself to that business. We think businesses should have an emergency kit readily available, work on developing a plan to communicate with their employees, their costumers and their vendors. I think businesses should complete a data backup plan and talk with their insurance agents about making sure they have proper coverage for extra expense or any kind of insurance coverage that might help them.

It's also good idea to test that plan annually. This helps your employees know what's expected during an emergency and it really requires that you update that plan and review to make it sure it's current and up to date.

Ron Johnson: Bob, how is Agility working with the U.S. Small Business Administration to help businesses become better prepared for emergencies?

Bob Boyd: The SBA and Agility have really entered into a world I'm really excited about. We've entered into a co-sponsor agreement with the SBA to develop and promote an educational

program that we've called "Prepare My Business." Our co-sponsorship allows us to reach millions of small businesses across the country and educate their owners about the virtues of business continuity planning and disaster recovery.

Ron Johnson: Our thanks to Bob Boyd, CEO of Agility Recovery Solutions for being with us today. Planning for a disaster is the best way for a small business to limit its loss after one. Learning how to plan for disasters is just a click away. So go to [www.preparemybusiness.org](http://www.preparemybusiness.org). This site includes a wealth of free educational webinars along with many other tools and resources. Until next time, this is Ron Johnson with the SBA, *Your Small Business Resource*.

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