

IF DISASTER STRIKES, BE PREPARED TO STAY...

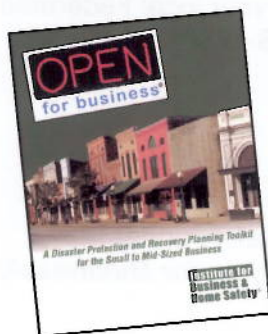
Disasters come in many sizes. Everything from a natural catastrophe to a power outage or storeroom flood could force a business to close its doors. And anything that disrupts operations can mean big trouble for the bottom line or competitive advantage. But you can stay **Open for Business®** with advance planning and the right tools, brought to you by IBHS.



A program of **Institute for Business & Home Safety**

STEP 1: EDUCATE YOURSELF!

COMPREHENSIVE DISASTER PLANNING TOOLKIT



This easy-to-use guide helps you reduce the potential for loss, should disaster strike, and reopen quickly should you be forced to close. This creates savings for your business and also benefits your employees and customers who rely on your business being open.

The kit includes valuable worksheets to help you develop a property protection and business continuity plan, and gives you tips on disaster protection and recovery. This information can help you identify the hazards your business faces, plan for and reduce the impact of disaster, keep your doors open after a disaster hits, advise you on disaster supplies, and help make your business more resilient.

STEP 2: MAKE A PLAN!

ONLINE TRAINING SERIES



We understand that you live and breathe your job. This leaves little time to devote to planning ahead for a disaster that may never strike. It's a risky balance because if a business interruption occurs, those who have a financial stake in the business may never recover.

To streamline the planning process and maximize your time, IBHS has created the **Open for Business®** Online Training Series, which is designed to work with the toolkit. This series consists of eight training sessions, accompanied by assignments. By the end of each session, you will have completed another part of your **Open for Business®** toolkit. You can also sign-up to receive reminder e-mails to help you stay on track. By breaking up the planning process into manageable steps, we hope to provide resiliency and peace of mind for you, your employees and the customers who count on you.

STEP 3: BACK IT UP!

INTERACTIVE WEB-BASED PLANNER



Redundancy is key to successful planning, and so is having access to your plan even when you can't enter your building! We recommend you have copies of

your plan available in print and online for easy retrieval at any time.

Federated Mutual Insurance Companies offers access to the Institute for Business & Home Safety's **Open for Business®** interactive online business continuity planner which allows you to view or edit your plan from anywhere the Internet is available. Visit www.federatedinsurance.com to learn more about this helpful resource and to receive an access code for exclusive entry into the planner.



DISASTER PLANNING

Frequently Asked Questions

WHAT DOES THIS SERVICE COST ME?

Federated Insurance is able to make these services available to you at no charge because of the membership we have with the Institute for Business and Home Safety (IBHS). IBHS is a nonprofit initiative of the insurance industry to reduce the social and economic effects of natural disasters and other property losses by conducting research and advocating improved construction, maintenance, and preparation practices.

HOW DO I OBTAIN A COPY OF THE COMPREHENSIVE PLANNING TOOLKIT?

You can obtain a copy of this comprehensive planning toolkit by requesting one from your local Federated Marketing Representative or by calling the Federated Safety Topics Line at 1-800-838-1760 and requesting the **Open for Business®** Toolkit F70-513.

HOW DO I ACCESS THE ONLINE TRAINING SERIES?

Go to Federated's Internet site at www.federatedinsurance.com and select Disaster Safety under Customer Links. From the Programs menu, choose **Open for Business®** and then **Open for Business®** Toolkit - Print version & Online Training.

HOW DO I ACCESS THE WEB-BASED **OPEN FOR BUSINESS®** DISASTER PLANNING AND RECOVERY PROGRAM FOR MY BUSINESS?

Go to Federated's Internet site at www.federatedinsurance.com and select **Open for Business®** / Disaster Planning under Customer Links.

OPEN FOR BUSINESS® IS GREAT FOR MY BUSINESS—BUT IS ANY DISASTER SAFETY INFORMATION AVAILABLE FOR MY FAMILY, EMPLOYEES, AND FRIENDS?

Go to Federated's Internet site at www.federatedinsurance.com and select Disaster Safety under Customer Links. This site has information available on preparing for natural disasters.



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