



### **TIP OF THE WEEK**

October 7, 2008

Most of us carry insurance to protect ourselves from those unexpected events that could have a significant negative effect on our lives or businesses. Like an insurance policy, I feel there is one business plan that every organization should have.

A Business Continuity Plan is a collection of all the information and procedures that you need to keep your business operating in the event of some disaster – natural or otherwise. Your key contacts, employees information, business records, alternate production sites, even alternate sources of power are researched and compiled into a cohesive plan ready to be implemented if needed. More and more of your customers will be asking you for your plan to insure their business continuity. It's well worth the effort to develop and update this plan. And oh yes, keep current copies off-site – they won't do you any good if you can't get into your offices!

I hope you never need one, but if you do you'll be glad you put the time into putting it together.

**51 HOLLAND**

**AVENUE**

**WESTFIELD**

**MASS**

**01085-3730**

Good luck. Work **ON** your business. Stay in touch.

**The Markens Group**

Ben Markens