

# DISASTER PREPAREDNESS FOR SMALL BUSINESSES

Friday, Jan. 30, 11am-1pm

Jonesboro Regional  
Chamber of Commerce  
Free to the Public!

Call 870.972.3517 to register  
or click to register online!

Dr. Deborah Persell & Staff to guest  
lecture, Regional Center for Disaster  
Preparedness Education- College of  
Nursing and Health Professions-  
Arkansas State University.



Small Business Disaster Preparedness • The Disaster Cycle • Continuity of Operations Plan



The ASU Business and Technology Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration through a partnership with the University of Arkansas at Little Rock and Arkansas State University. The ASU SBTDC is committed to providing educational opportunities and employment opportunities to qualified persons regardless of their economic or social status and will not discriminate on the basis of race, color, religion, creed, gender, ethnic or national origin, disability, age, veteran status or any legally protected class.



ARKANSAS STATE  
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## News Release

For Release to the Media  
January 8, 2015

### **A-State SBTDC, Regional Center for Disaster Preparedness Education To Hold Seminar**

JONESBORO – Bad weather is no stranger to Arkansans, but disaster preparedness and emergency management might be to some. The Arkansas State University Small Business and Technology Development Center (SBTDC) and the Regional Center for Disaster Preparedness Education have teamed for a “Disaster Preparedness for Small Business” seminar.

The event will be held Friday, Jan. 30, from 11 a.m.-1 p.m., at the Jonesboro Regional Chamber of Commerce, 1709 East Nettleton Avenue. The seminar is free and open to the public.

Area small business owners will be offered an opportunity to learn how basic planning tools can increase the likelihood of survival for their small business in the event disaster strikes. Participants will walk through the steps of a continuity of operations plan and understand the importance of having a plan like this in place.

“If you don’t plan and mitigate, recovery is that much more strenuous,” said Dr. Deborah Persell, program director for the Regional Center for Disaster Preparedness Education at A-State. Persell, an expert in disaster preparedness and emergency management, is the guest lecturer at the seminar.

Topics will cover background and significance of small business disaster preparedness, the disaster cycle and a continuity of operations plan for small businesses. There will be an opportunity at the end of the program for questions concerning specific businesses and their operations.

While the event is free, seating is limited and pre-registration is required. To register, call (870) 972-3517 or visit <http://asbtadc.org/training/jonesboro-events> to register online.

Reasonable accommodations for persons with disabilities will be made if requested in advance. Contact Kelli Listenbee, A-State SBTDC training specialist and business consultant, at (870) 972-3517.

The Arkansas Small Business and Technology Development Center at Arkansas State University is a partnership of the U.S. Small Business Administration, the University of Arkansas-Little Rock College of Business and Arkansas State University College of Business. The ASBTDC assists start-ups, existing businesses and technology businesses. Core services include free consulting and market research plus low to no-cost training. Learn more at [astatesbtadc.org](http://astatesbtadc.org).

This free event is co-sponsored by the A-State Regional Center for Disaster Preparedness Education, the College of Nursing and Health Professions at Arkansas State, First Community Bank, First Security Bank, Focus Bank, Simmons Bank, Arkansas State College of Business and the Jonesboro Regional Chamber of Commerce.

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