

Praise for  
**Prepare for the Worst, Plan for the Best**  
Disaster Preparedness and Recovery for Small Businesses **SECOND EDITION**

"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 coverage 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."

—Diana L. McClure  
Director of Business Protection & VP  
Institute for Business & Home Safety

"As the number of business grows 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."

—Erin M. Fuller  
Executive Director  
National Association of Women Business Owners

"How will you confront that nightmare scenario, an unprecedented event that puts your business on the line? If you're not inclined to "wing it" when facing the worst, and if you're ready to channel some new revenues to your company by demonstrating real preparedness, this book is for you."

—Robert D. Austin, PhD, Associate Professor, Harvard Business School; Faculty Chair of the Harvard Executive Program for Chief Information Officers

"Small businesses are now facing disasters on a scope and scale that were previously unthinkable. This book is a must-read to prepare your business for the worst."

—Murray Low, PhD, Associate Professor, Columbia Business School; Director of the Entrepreneurship Program

"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



Author Photo: Karl Berte Photography

**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*.

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# Prepare for the Worst, Plan for the Best

Disaster Preparedness and Recovery for Small Businesses



Donna R. Childs