

CHAMBER NEWS

DISASTER PREPAREDNESS IS EVERYONE'S BUSINESS



MARIA L. NIEVES
PRESIDENT AND CEO

An estimated 25% of businesses do not reopen following a major disaster.

That's a sobering statistic from the Insurance Institute for Business and Home Safety (IIHBS). According to the Hudson County Office of Emergency Management, other studies show the rate of failure after a disaster is far higher for small businesses—as much as 70% of small businesses will fail after a disaster.

But this doesn't have to be the fate of your business, small or large. Whatever the disaster, natural or man-made, you can plan ahead.

Now I know what many of you are thinking: "How can I plan for something that might happen, when my first

priority is growing my business? I'll start disaster planning soon enough when things settle down a bit." What I'd like to suggest is there's never going to be a good time to plan for disaster. You're always going to be busy.

"How can I plan for something that might happen, when my first priority is growing my business?"

But this is your business we're talking about. The business you've put equity, time and talent into launching and building. You're going to have to make the time. With the number of resources available online, I would also suggest it may not take as much time as you think. The investment will be well worth it if you can plan to avoid becoming a statistic.

[Click here](#) to continue reading!

UPCOMING EVENTS

Thursday, March 22:

Business Networking Event

6:30 - 8:30 PM

PNC Bank in Hoboken

1145 Maxwell Place

Wednesday, March 28:

The **Hudson County ELC** (Employer Legislative Committee) will host Raymond Martinez, Chairman and Chief Administrator of the NJ Motor Vehicle Commission. 12 PM at Rita & Joe's. The cost is \$25 per person.

[Click here](#) for more information.

Want to feature your business at an upcoming **Business Networking Event?** Contact the Chamber for sponsorship opportunities!



SAVE THE DATES

Monday, May 21:

LIVE UNITED Benefit for Hudson County

Roxiticus Golf Club, Mendham, NJ

Monday, June 25:

Liberty CEO Cup

Bayonne Golf Club

MEMBER PROMOTIONS

- Chamber members are encouraged to take advantage of **March Madness** specials at JFosterImagery, which is offering 40% off all professional portraits.
- Have you ever wanted to learn Salsa, Merengue or Tango? **My Passion Dance Studio** invites members to a complimentary dance class—reserve your spot today.
- Don't miss the 3-day only **Spring Savings Extravaganza** at Sherwin Williams, March 13 – 15.

[Click here](#) to see all March promotions and events.