

Levin and Aznar Speak at November Forum Series

Rothman Ink

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DISASTER RECOVERY

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Trien Rosenberg also has an office in Morristown. Jay Trien, a senior partner of Trien Rosenberg, alternates between the two offices. He also telecommutes. From his home on September 11th, he watched the events unfold on television.

"Off-premises storage started when we had to protect irreplaceable hard copies. Backing up records in a digital environment is a natural progression."

With regard to its data, Trien Rosenberg was prepared for disaster. "As an accounting firm, we have always backed up data between our two offices," said Trien. Each location is a back up for the other. Routinely data is taken to another location. "It has been the norm for our business to safeguard important records. Off premises storage started when we had to protect irreplaceable hard copies. Backing up records in a digital environment is a natural progression."

Mike Michalowicz is president of Olmec Systems. The Denville-based company specializes in computer network integration, back up and protection. "You never know what might occur; e.g., fire, theft, floods, computer viruses." He recommends several preventative measures:

1. Maintain data on a central storage device, rather than in multiple pieces.
2. Keep data records up to date.
3. Back up the data regularly.
4. Test to see if data can be restored from a backup device.
5. Move backed up data to another place.
6. Have a schedule for backing up data and follow it.

In terms of physical preparedness, many business' premises can be made ready for various types of disasters in similar ways. The Red Cross offers a free booklet, "The Emergency Guide for Business," that includes helpful tips. It recommends coordinating with surrounding businesses to discuss offering help to one another. Surrounding public safety and fire departments can review your contingency plan and offer suggestions.

Disaster recovery planning is important regardless of a company's size. Smaller companies may depend on less equipment, even a single computer, to house all of their records, and may not warrant a second location. The key to reducing risk is raising disaster consciousness.

Evaluate how prepared your business is now for every emergency. What are the potential impacts on people and property? List readiness objectives to fit every situation. Define who does what and prepare checklists for senior management. All employees should be familiar with the warning alarms, know their roles, know where they should go, and know who will help the physically handicapped. Conduct drills. Continually evaluate and modify the plan.

Rebuilding can be part of the healing process. Conduct an inventory of all belongings at the present site, not only to prove to the insurance company that something has been lost or damaged, but also to help in rebuilding. Record models and serial numbers, and make copies of receipts for valuable items. Keep such lists in a secured place away from the business and update the lists annually.

The Red Cross also recommends having an 'evacuation box' for important business records. "Keep the box in an easily accessible location to grab in the event of an emergency. Put important papers in sealed, waterproof plastic bags. The box should contain a list of important business contacts, financial advisors, and your insurance agent.

What if you really had to use your contingency plan? A good plan includes objectives for cleanup after a disaster. Designate a spokesman for your company.

Readiness also has benefits beyond lessening the impact of a disaster. It might reduce insurance premiums. A plan can facilitate compliance with federal, state, and local regulatory agency requirements. Preparedness can also enhance a company's ability to recover from financial losses. Readiness also reduces exposure to civil or criminal liability in the event of an accident or injury.

It took a month for telephone service to be restored to Trien Rosenberg's New York office. Their tie trunks and data lines between offices never failed. Nor did Trien Rosenberg's service to its customers. ♣

TERMINOLOGY

DISASTER RECOVERY PLANNING is a broad term used to describe those activities an organization engages in to respond to disasters. There are 5 major components:

A. LOSS PREVENTION: All proactive activities and programs geared toward preventing disasters before they occur.

B. VULNERABILITY OR RISK ASSESSMENT: Identification and quantification of all exposures posed to an organization.

C. EMERGENCY PREPAREDNESS AND CONTINGENCY PLANNING: Proactive activities to mitigate the effects of a disaster after it occurs. This would include the evacuation of personnel from a facility and incidence response.

D. BUSINESS CONTINUITY PLANNING: Actions that must be taken, after a disaster occurs and is under control, to make sure that an organization can stay in business by re-establishing critical business processes and revenue streams.

E. RESTORATION PLAN: Details of activities that will get an organization's operations back to pre-disaster levels.

Information supplied by Sam Lee, Vice President of Chubb Services Corporation.

LEVIN AND AZNAR SPEAK AT NOVEMBER FORUM SERIES

In November, Rothman Institute combined two interesting workshops into one Saturday morning for students enrolled in the Institute's innovative Certificate in Entrepreneurial and Business Management Studies program. This program is designed for working professionals and entrepreneurs who want to improve their skill set and gain knowledge in selected professional areas.

Participants choose at least five courses from FDU's comprehensive undergraduate course offerings. "The only restrictions are that students need to take one entrepreneurial studies course and may not take courses with pre-requisites," said James Barrood, associate director. "However, these pre-requisites may be waived if students have already taken the course or have extensive work experience in that particular field.

The first workshop featured **Charlie**

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Levin, President of Pathfinder Consulting Group. Levin explained that his career path has zigzagged a number of times over the years and he shared his experiences. He then focussed on facing the reality of change and how to mentally get in gear to move forward.

During the interactive program, Levin explored some of the experiences certificate students had gone through and what their life goals were. He talked about life style changes that need to be considered as well as the importance of creating a personal plan. He handed out a colorful worksheet of questions to ask oneself to help understand one's work and life goals.

The second workshop featured **Marnie Aznar**, MBA, CFP, of Aznar Financial Advisors and FDU adjunct professor of Finance. She began the lecture talking about the importance of budgeting and how everyone should have a good grasp on what they're earning as well as what they're spending on a monthly basis. Aznar explained how people need to save effectively by eliminating wasteful spending and expensive borrowing.

Using a PowerPoint presentation, she illustrated how a wise investor puts money to use. Aznar explained different options for investors and how they should be aware of the tax implications of their investment decisions. She also talked about how to efficiently fund education as a current student and as a parent, grandparent or uncle of a child who will encounter the rising costs of college tuition. ♣

WINNERS

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Laird & Company is America's oldest distiller. In 1698 Scotsman William Laird moved to Monmouth Co. and used his expertise in making Scotch to create Applejack. Descendant Robert Laird first recorded Applejack's commercial distribution in 1780. Laird & Company's history encountered George Washington, Abraham Lincoln and Lyndon Johnson. The distillery not only survived wars but also Prohibition. Now eighth generation Larrie Laird is the CEO and 82-year old John E. Laird Jr. is on the board. The Lairds support the Jersey Shore Partnership, Colts Neck Millennium Celebration, American Cancer Society, Juvenile Diabetes Foundation, Bayshore Community Hospital and Monmouth Co. Food Bank.

In 1982, the Kaufman family bought a printing business that originated in 1907, and revised its name to **Cox Stationers & Printing**. In 1998, after graduating from the Rochester Institute of Technology, Michael Kaufman became President. Cox's unique service and product mix offers office supplies, printing, and special services such as on-demand distribution, individual usage reports, and "pick-n-pack" warehousing. They also started an Internet-based print consulting company (dotondot.com). A trade magazine recognized Cox as one of the 50 fastest growing printers in the U.S. Cox donates its services to various organizations;

e.g., Urban Pathways, Nurture Art, NY Society for Leukemia and Lymphoma, Life Beat for AIDS children, Girl Scouts, Junior Achievement.

Other finalists in the over \$10 Million category were: **Cory Home Delivery Service** in Jersey City, and **Siperstein's Paint & Wallpaper**, also in Jersey City. Finalists in the under \$10 Million sales category were **Hillside Candy in Hillside**, and **Rose City Jewelers/Gemologists** in Madison.

Also honored during the luncheon were the semifinalists in both categories. Those in the over \$10 Million category included: **Anthony & Sons Bakery** in Denville, **Croft & Smith Moving & Storage** in Landing, **Emiliani Enterprises** in Union, **Marotta Scientific Controls, Inc.** in Montville, and **Myron Corp.** in Maywood.

Semifinalists in the under \$10 Million category included: **Aires Jewelers** in Morris Plains, **Bograd's Furniture** in Riverdale, **Maria's Homemade Ravioli** in Wayne, **Sanford & Purvis Insurance Agency** in Upper Montclair, and **Santarpio Financial Group** in Cherry Hill.

The New Jersey Family Business of the Year Awards program, honoring family-owned companies, was established in 1993. The Rothman Institute of Entrepreneurial Studies at Fairleigh Dickinson University, PNC Bank, and *New Jersey Monthly* magazine, sponsor the awards. Co-sponsors of the program are DKB and Partners, Horizon Blue Cross Blue Shield of New Jersey, PricewaterhouseCoopers, LLP and PSE&G. ♣

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