



FEMA

SMALL BUSINESS IS BIG

Being Prepared Makes Good Business Sense

Small businesses today employ about half of the American workforce and produce 31 percent of the U.S.’ export value¹. To that end, the ability of small businesses to prepare for, respond to, and recover from disasters is essential to protecting the health and safety of the American public and economy. The Federal Emergency Management Agency (FEMA) is committed to working collaboratively with our nation’s small businesses to strengthen our nation’s security and resilience in the face of disasters.

A CULTURE OF PREPAREDNESS

FEMA recognizes that one of the most essential coalitions we need to build is small businesses. The fact is there are over 27.3 million small businesses across the nation, of which 21.7 million are sole proprietorships and 5.6 million have anywhere from 1 to 500 employees. With such a wide audience, the needs, available time, and resources vary widely². Therefore, FEMA seeks to partner with small businesses in several key ways:

Economic Driver: Empowering businesses to limit losses and rebound quickly following a disaster speeds the economic recovery process for the whole community.

Critical Resource: Companies provide essential products, equipment, and services for post-disaster relief and recovery operations.

Partner in Preparedness: Capturing the perspectives of small businesses in the planning and preparation efforts that take place at the local, state and federal level is imperative to successful emergency response.

CONNECTING THE DOTS

As part of its “Small Business is Big” initiative, FEMA has developed a variety of programs and opportunities specifically designed to connect with and meet the unique needs of small businesses:

PROGRAM	OPPORTUNITY	CONNECT
Private Sector Representative Rotation	Be a part of the FEMA team and participate in a 90-Day Rotation Program working at FEMA’s headquarters in Washington, DC.	Email FEMA-PSR@fema.gov for additional information
Small Business Is Big Website	This single online resource will provide links to internal and external resources, tools, and products that can help small businesses prepare, respond, and recover from emergencies.	Visit the website at http://www.fema.gov/privatesector/small_big_business.shtm
Doing Business with FEMA	During emergencies, the government may seek to contract with small businesses for services or products through a rapid acquisition process. The two primary vehicles small businesses should be aware of, are The Industry Liaison (IL) Office and the U.S. Small Business Administration.	Email the (IL) at FEMA-industry@dhs.gov for further information Contact the U.S. SBA at http://www.SBA.gov for further information
Big Business – Small Business Mentorship	An idea born from private sector and key stakeholder engagements, FEMA is dedicated to supporting the development of a mentoring program for big and small businesses across the nation. This program will serve to enable large businesses to provide mutually beneficial emergency preparedness and continuity expertise to small businesses.	If you have any ideas or feedback that you would like to share as FEMA continues to explore this opportunity, please email FEMA-PSR@fema.gov

¹ Source: U.S. Small Business Administration, Office of Advocacy, “Frequently Asked Questions,” January 2011.

² Source: U.S. Small Business Administration, U.S. Census Bureau, Business & Industry, March 21, 2012.

SMALL BUSINESS TOOLS AND RESOURCES

From emergency planning to business continuity, FEMA and its partner organizations have developed a variety of free tools and resources specifically for small businesses...

Ready Business	In the business section of the website for FEMA's Ready campaign, small businesses can access plan templates, novel practices and testimonials.	http://www.ready.gov/business
Red Cross Ready Rating	Through their Ready Rating program, the American Red Cross allows businesses to complete a 123-point preparedness assessment, access tips and best practices, and take a pledge to improve their readiness.	http://www.readyrating.org
U.S. Small Business Association (SBA)	Through the U.S. SBA website, business owners can find information on disaster loans and government assistance programs.	http://archive.sba.gov/services/disasterassistance
National Federation of Independent Business (NFIB) Resources	The NFIB provides articles on disaster planning, insurance and other topics.	http://www.nfib.com/business-resources/disaster
Business & Industry Council for Emergency Planning & Preparedness (BICEPP)	BICEPP provides a forum for information and exchange to enhance emergency preparedness and contingency planning within the business community.	http://www.bicepp.org

...and these are just a handful! For access to other tools and resources that will help prepare your small business for disaster situations, please visit FEMA's Small Business Is Big website at: http://www.fema.gov/privatesector/small_big_business.shtm.

For more information, please visit <http://www.fema.gov/privatesector>. For more discussion, reach out to us at FEMA-private-sector@dhs.gov, or sign up to receive email updates at <http://www.fema.gov/help/getemail>.



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