

**For Immediate Release**

**AGENCY DISASTER PLANNING BOOK NOW AVAILABLE**

*“The employees need to see that you have a plan; otherwise they can start to panic.”*  
[Wind Storm] Susan Hendricks, CIC

*“We all had damages at home. It’s a double whammy (with clients’ claims),  
but we took care of both. You have to.”*  
[Northridge Earthquake] Douglas Berg, CIC, CPCU

AUSTIN, TX (November 17, 2008) – A new book on agency disaster planning has just been published by The National Alliance Research Academy: ***Agency Disaster Planning: Get Your Agency Ready***. This book will help agencies develop their own disaster plans from scratch or upgrade an existing plan.

***Agency Disaster Planning*** includes 15 personal interview stories of insurance professionals who struggled, and eventually persevered, through disasters affecting their agencies and communities. Their stories and experiences demonstrate how the insurance industry is able to step forward when it is most needed.

The book also contains tips and suggestions from an expert panel. Included throughout are survey results from agencies across the country, giving insight as to how agencies are currently planning for disasters. A few of the key findings from the survey:

- 17% of agencies had their building damaged or affected by a disaster, or a significant segment of their client base affected by a disaster.
- 49% of agencies said that a tornado, and 41% said that a hurricane, were likely to occur in their agency’s geographic area.
- 18% of agencies use an outside firm for disaster planning and recovery services.
- Only 36% of agencies have a written disaster plan in place.
- Just 30% of agencies store backup computer records at an off-site location that is out of the region.

A planning CD is included with checklists, forms, worksheets, and letters that agencies can tailor for their own use. These will help insurance agencies establish and maintain an up-to-date disaster plan to provide quality claims service and coverage assistance at a time when their clients most need them.

***Agency Disaster Planning: Get Your Agency Ready*** is now available for \$75 + \$5 shipping and handling. To order:

- Call 800-633-2165.
- Go to [www.TheNationalAlliance.com/publications](http://www.TheNationalAlliance.com/publications)