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FOR IMMEDIATE RELEASE

## **ASA Offers Earthquake Workshop on April 29th**

Seattle, Washington – Annie Searle & Associates ([www.anniesearle.com](http://www.anniesearle.com)) is offering a business resilience workshop for business owners to create solid and sensible plans to manage earthquakes and other emergencies on **Friday, April 29th from 1pm to 5pm**.

“We are still seeing the terrible aftermath of the Honshu earthquake and tsunami in Japan, along with radiation sickness. Seattle sits on the Cascadia fault, and a similar magnitude earthquake with tsunami here would have devastating consequences because of the density of our population,” Searle noted. She indicates that over 80% of private sector firms are small businesses, without plans for high impact events like earthquakes, fires, or power outages.

The workshop will utilize templates from the Federal Emergency Management Agency (FEMA) program called “ReadyBusiness” as well as some materials from Searle’s new book. According to FEMA, 25% of small businesses never re-open after a major disruption like an earthquake because they weren’t prepared.

Participants will leave with a workbook, templates and checklists. “Though CEOs will be able to fill in some of the templates during the workshop, we will spend most of the time identifying practical steps that can be taken around key risks. What participants learn about earthquakes can also be applied to other high impact events,” says Searle. The workshop is suitable for either CEOs or their designees. Cost for the four-hour session is \$150, which includes materials. Registration and additional details are provided upon request to [info@anniesearle.com](mailto:info@anniesearle.com).

For the workshop, Searle will draw upon her own experience in creating plans. As chair of the Crisis Management Team at Washington Mutual Bank for seven years, she handled earthquakes, winter storms, California wildfires, security breaches, Southeast hurricanes and Southwest power failures. She’s dealt with large and small businesses, as well as nonprofit organizations. In addition to her leadership of ASA Risk Consultants, Searle is co-founder of the international Coalition for Organizational Resilience; and author of a forthcoming book on personal safety, titled **Safer, Not Sorry: Taking Reasonable Precautions**.