



IBHS Introduces OFB-EZ Spanish Edition to Help Hispanic-Owned Businesses Prepare for Disasters

Risk Management Resources IIAV Members Can Share with Insureds

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RICHMOND, Va., Oct. 17, 2018 – Many small businesses are unprepared to respond to a weather disaster like a hurricane or a blizzard, or other business disruptions such as a structure fire or long-term power outage.

Statistics show one in four businesses that close due to a disaster will never reopen. Developing a business continuity plan should be a high priority for all small businesses across Virginia so they can survive and quickly recover from costly interruptions, which can exceed \$3,000 per day of disruption.

The Insurance Institute for Business & Home Safety (IBHS) provides key guidance for small businesses to prepare for any type of disruption with its widely acclaimed [OFB-EZ \(Open for Business-EZ\)](#) business continuity toolkit. The demand for this free, eight-module risk management program has expanded to the surging Hispanic business marketplace, prompting IBHS to create a [Spanish edition of the OFB-EZ toolkit](#).

“Hispanic-owned businesses are a great force driving small business growth in the U.S.,” said Gail Moraton, business resiliency manager, IBHS. According to the U.S. Hispanic Chamber of Commerce, 4.4 million Latino-owned businesses contribute more than \$700 billion annually to the U.S. economy and have generated nearly 32 percent top-line growth over the past five years, more than double the growth rate of all other business sectors.

(MORE)

IBHS Introduces OFB-EZ Spanish Edition

Page 2

“As IBHS observed the trend of an expanding Hispanic small business market, we also identified the need to assist business owners whose primary language is Spanish to help them better prepare for disasters and other types of business interruptions. The new Spanish version of OFB-EZ accomplishes this goal and will be a valuable resource that IIAV members can share with their commercial insureds,” Moraton added.

In conjunction with the rollout of the [OFB-EZ Spanish edition](#), IBHS has also introduced new guidance for tracking essential business equipment during a disaster. [Know Your Equipment](#) provides a path for small business owners to highlight equipment essential to staying open before, during and after a disaster. This OFB-EZ module is available in [English](#) and [Spanish](#).

IBHS wishes to thank several contributors for spearheading the translation of the OFB-EZ toolkit into Spanish, under the auspices of Tulsa (Okla.) Community College's Translating Skills Program, in collaboration with the Tulsa-based Disaster Resilience Network's (DRN) Business and Cross-Cultural Councils:

- **Johan Sebastian Martinez-Vargas**, translator, Tulsa Community College Spanish Translating Skills Program
- **Odilia Peña**, instructor, Tulsa Community College Translating Skills Program
- **Tina Peña**, instructor, Tulsa Community College Translating Skills Program
- **Tim Lovell**, executive director, Disaster Resilience Network (formerly known as Tulsa Partners Inc.)
- **David Hall**, chair, DRN - Disaster Resilience Business Council
- **Alex Gomez**, co-chair, DRN - Disaster Resilience Cross-Cultural Council
- **Michael Grogan**, co-chair, DRN - Disaster Resilience Cross-Cultural Council

About Disaster Resilience Network

The mission of the Tulsa, Okla.-based Disaster Resilience Network is to empower people, businesses and communities to reduce the impact of disasters. To learn more, please visit www.disasterresiliencenetwork.org.

About Tulsa Community College

Tulsa (Okla.) Community College educates more than 27,000 students each year. With knowledgeable faculty teaching in state-of-the-art facilities on four campuses, programs for students at every stage of life, robust online learning opportunities, and a commitment to affordable excellence, we're equipped to guide you to personal and professional success. To learn more, please visit www.tulsacc.edu.

About the Insurance Institute for Business & Home Safety (IBHS)

IBHS' mission is to conduct objective, scientific research to identify and promote effective actions that strengthen homes, businesses and communities against natural disasters and other causes of loss. Learn more about IBHS at disastersafety.org.

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