

Market closings

0,846.29, -166.89
2.29, -16.31
5, -121.33
e ▼ 2,054.11, -36.13
88, -22.23
d volume ■ 2,676,955,050

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Naples Daily News

BUSINESS

Friday, July 14, 2006

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Business owners prepped on hurricane plans

Presentation the first of a series of free seminars hosted by InfiNetwork and US LEC

By **J. CHRISTINA HUH**
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Jeffrey Heverling was almost late to the "Shelter from the Storm" seminar he was going to be teaching Thursday. But he wasn't too worried.

Extra laptops with his slide

presentation were with his colleagues already at the seminar site, the Naples Area Board of Realtors office on Pine Ridge Road.

He had the sole projector but the gathering of about 30 business owners could follow along with Heverling's colleagues on paper copies of the presentation.

Even without him, the show could have moved on.

Like the backup plans that were in place in case of an emergency before the seminar, a tried-and-true emergency plan is key to getting a business up and

running as soon as possible after a disaster, said Heverling, who is vice president of InfiNetwork, a Naples-based technology risk management company.

InfiNetwork and US LEC, a North Carolina-based telecommunications company that has an office in Fort Myers, hosted a seminar for local business owners. It is the first of a series of free seminars on technology management hosted by the two companies. A second seminar is in the works, said Karen Klukiewicz, InfiNetwork's client relationship manager.

Heverling and Steven Bray of US LEC went over how to prepare businesses for a disaster and dispelled misconceptions business owners may have about emergency planning. Especially in a wired business world, it is important for businesses to protect precious data, such as accounting records and clientele lists.

A University of Minnesota study found that 93 percent of businesses that don't have access to its data for more than 10 days after a disaster filed bankruptcy within one year of the disaster.

Caroline Charde, an adminis-

trator at Exit Charde Realty, was surprised to learn that data backup tapes that her realty firm uses weren't as reliable as she thought. Charde said she will definitely be considering a company like InfiNetwork to provide the firm alternate ways to back up its data.

Heverling also said in his presentation that Florida business owners must look beyond hurricanes as the only disaster that can affect their business.

"The interesting thing about

See **HURRICANE**, Page 6E