



**OUTSMART
DISASTER**

KNOW

**Week 2
Fact sheet**

YOUR

CONTACTS

In the Outsmart Disaster 101 training course, we learned that in order for your business to “Know Your Contacts”, you will need to record the contact information for any people, businesses, or other entities that are integral to your business's success. This includes your own employees, as well as the third parties (vendors, suppliers, and key customers) that make your business successful. This portion of our training addressed the following key points.

- What type of information should you have for your employees?
- Do you have a communication plan for during/after an emergency?
- How to identify and document your key customers, contacts, suppliers, and vendors?
- Do you have back-up suppliers and vendors ready?

YOUR NEXT STEPS

1. Complete the “Know Your Employees” form to record important contact information for each of your employees.
2. Complete the “Know Your Key Customers, Contacts, Suppliers and Vendors” form to record information about current and alternate suppliers and vendors, as well as customer and other key contacts.
3. Develop a crisis communication plan so you know how you will communicate with your employees and key contacts during and after an emergency.

HELPFUL RESOURCES

Resource Name/Link	How to Use Resource
Know Your Employees Form	Use this template from OFB-EZ to record information about all employees, including the business owner, so that each person can be contacted at any time.
Know Your Key Customers, Contacts, Suppliers, and Vendors Form	Use this template from OFB-EZ to record information about current and alternate suppliers and vendors, as well as customer and other key contacts.
Ready.Gov Crisis Communication Plan	Use this resource to develop a crisis communications plan for your business. This will allow your business to respond promptly, accurately and confidently during an emergency in the hours and days that follow.

NEED ADDITIONAL SUPPORT?

CalOSBA Partners

CalOSBA works with many different partners in order to fulfill its mission of supporting California small businesses.

CalOSBA Partner	Mission
Small Business Development Center (SBDC)	Promotes entrepreneurship and small business growth through its national network of centers.
Veterans Business Outreach Center (VBOC)	Offers resources to veterans, service members, and military spouses who are interested in starting or growing a small business.
California Womens Business Center Network (WBCN)	Works to secure economic justice and entrepreneurial opportunities for women by supporting and sustaining a statewide network of WBCs.
Apex Accelerators	Authorized by Congress in 1985 to expand the number of businesses capable of participating in government contracts.
Minority Business Development Agency (MBDA)	The only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises.

Outsmart Disaster Assistance Hours

Are you working on your next steps and need additional support? CalOSBA can help!

Attend one of our monthly office-hours sessions with a Resiliency Training Coordinator, where business owners can seek clarification, ask questions, and dive deeper into this “Know Your Contacts” topic.

If you are interested in scheduling an open office hours session with our Outsmart Disaster team, [click here](#) to contact your local Resiliency Training Coordinator.

Don't Be Scared! Be Prepared!



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