

"Disaster insurance experts: Business survival depends on preparedness, business continuity planning"

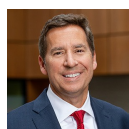


James J. Giszczak | Tuesday, July 5, 2016

In a world fraught with uncertainty, shocking events inevitably happen, such as the June 12 attack on an Orlando, Fla., nightclub. And while many disasters share common characteristics, no two are identical, and planning an effective response is imperative.

The astute business owner needs to prepare a disaster preparedness plan to reduce the likelihood of an incident occurring, to minimize its impact, and to work with an insurance component to mitigate losses.

[Click here to read Jim Giszczak's quote in the full article from Crain's Detroit Business.](#)



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