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**For Immediate Release**

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**NYC EMERGENCY MANAGEMENT’S LATEST ‘PREP TALK’ PODCAST  
HIGHLIGHTS THE IMPORTANCE OF BUSINESS PREPAREDNESS DURING  
EMERGENCIES**

*#PrepTalkNYC* { [Click here to listen to episode 73](#) }

**October 29, 2021** — Before an emergency strikes, it is important that all organizations have a plan, including businesses. New York City has over 200,000 organizations representing 4 million people. Any major disaster will have a huge impact on the economy. On the latest episode of “Prep Talk,” NYC Emergency Management’s Strategic Partnerships Specialist Erika Amaya discusses how organizations can be ready for emergencies and what NYC Emergency Management and its partners are doing to support these efforts. Amaya also shares ways businesses can be prepared by creating an emergency plan and how often that plan should be updated. She shares different initiatives and programs available to organizations, including Partners in Preparedness program, which provides targeted resources to businesses and in return organizations will have a greater confidence in their continuity planning.

“We promote a culture of employee preparedness that extends beyond the workplace, staff can only be one place at a time, and if you’re not prepared at home who is going to operate the organization?,” said Amaya. “A prepared employee is a present employee, which is the first step to business resilience.”

You can listen to the latest episode on [SoundCloud](#), [iTunes](#), and [Spreaker](#).

**Profile**

**Erika Amaya** is the strategic partnerships specialist at NYC Emergency Management. She received her master’s degree in threat and response management from the University of Chicago in 2020.

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