



**For more information, contact**

Dave Baldrige, 314.982.7782  
[baldridd@fleishman.com](mailto:baldridd@fleishman.com)

Jack Farmer, 314.982.8630  
[farmerj@fleishman.com](mailto:farmerj@fleishman.com)

## **2004 SMALL BUSINESS POWER POLL**

### **WHAT THE EXPERTS ARE SAYING ...**

The 2004 Small Business Power Poll, commissioned by Emerson (NYSE: EMR), confirms the vulnerability of small and home businesses to power outages – 62 percent have no backup power supply.

Importantly, the survey also reveals that six months since The Great Blackout of 2003, small and home business owners understand the high stakes at hand, the majority being interested in protecting themselves with emergency and standby power technologies traditionally used by “big business.”

Emerson, a global leader in reliable power technologies for large businesses such as the New York Stock Exchange, data centers and medical and industrial facilities worldwide, is answering this emerging and growing demand by developing and deploying power technologies for small and home businesses.

Following is insight from small business experts detailing this emerging market.

#### **Steve Strauss**

Nationally recognized small business expert, attorney, columnist and author

On small businesses’ desire to purchase backup power technology in the wake of The Great Blackout of 2003:

*“A lot of small businesses were shaken up by the blackout. Three percent may seem little, but that translates to 200,000 small businesses that have actually purchased backup power technology since the blackout. That’s a big number. And when you consider that an additional 58 percent are interested in pursuing ‘big business’ backup power technology, that’s very encouraging considering that the problems with the power grid won’t be solved for many, many years.”*

On 56 percent of small businesses saying a backup power system would give them a competitive advantage:

*“This makes complete sense. Backup power is absolutely a competitive advantage. The last thing you want to do is force your loyal customers to patronize the competition because you’re down. Not only is that a one-time business loss, but now your customer has experienced the competition. There’s no guarantee they’ll return if they experience a better deal or better service.”*

**Steve Strauss** (cont'd)

Nationally recognized small business expert, attorney, columnist and author

*“Small businesses simply cannot continue to remain vulnerable. Investing in backup power is no different than any other kind of insurance. You wouldn’t go without property insurance for your business, health insurance for your employees, life insurance for your family. And this survey shows that there’s a high likelihood you’re going to need backup power more than some of the other insurances. One in four small businesses having at least three power outages in 2003 is an incredible number. This is going to cost you money, and most small businesses simply don’t have the budget and margins to make up those kinds of losses.”*

On small businesses perception that backup power may be too costly:

*“There’s a misconception that backup power systems are too expensive and only for big business. It’s the smaller businesses – those with annual gross revenues less than \$1 million – that are likely to think this. The fact is, it’s not too expensive and it’s a smart investment, especially when you consider that power outages hit them the hardest because they have less room for error and no financial cushion to absorb lost business.”*

On small businesses’ perception that they have little control over power protection:

*“Only one in five small businesses say they are very prepared to deal with electrical outages – about the same percentage who feel they are very prepared to deal with the weather and government regulations. This is alarming because no one can control the weather and small businesses have no control over the government. But small businesses can control what kind of power protection they have.”*

**Jim Blasingame**

Nationally recognized small business expert, syndicated talk show host, columnist and author;  
U.S. Small Business Administration National Advisory Board member

On the importance of backup power for small businesses given the acceleration of large corporations partnering with small businesses:

*“In the 21<sup>st</sup> century, small businesses are no longer just mom-and-pop, backwater entities. Small businesses are integrated partners with large corporations, and they can’t afford to risk those vital relationships by being unable to perform when the power goes out. Large corporations are insisting in contracts with small businesses that they prove their backup power capabilities.”*

On backup power being a competitive advantage for small businesses:

*“For small businesses answering requests for business from corporations, there’s no question that it’s a competitive advantage to be able to say you are power-ready if a utility fails, and the results of this survey certainly validate that.”*

On the importance of backup power for all small businesses:

*“In today’s world, it won’t be long ... it won’t take one more big blackout ... before backup power becomes an absolute necessity for small businesses. Every minute the clock ticks, the need for reliable backup power is rolling down to the average small business.”*