



THE BE READY BEACON

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800-800-7922
www.learntobeready.com

End of the Mayan Calendar in December 2012 - Is the END of the world near?

There is no shortage of reading material dealing with the end of the Mayan Calendar, nor is there a shortage of opinion on what people think will happen at the end of the Mayan Calendar which takes place on December 21, 2012, 11:11 A.M. Universal Time. Some predict this date to be the end of the world. Believers have taken the end-of-the world fears to the Internet with hundreds of thousands of websites and blogs. Yet others are capitalizing on the heightened interest. Films depicting the end of the world - including the 2009 movie, "2012" - are contributing to the mounting hype as well as to misinformation, experts say.



We have had a number of customers come in to the Be Ready store wanting to buy supplies because of their concern of what will happen towards the end of the year 2012. Most of what is circulated is mythical in nature and without basis.

If you research what the Mayan's think you will find that their belief on the end of their calendar marks a "renewal" and not a complete annihilation of the world. In southern Mexico, the heart of Maya territory, a yearlong celebration is planned. "The world will not end. It is an



era," said Yeanet Zaldo, a tourism spokeswoman for the Caribbean state of Quintana Roo, home to Cancun. "For us, it is a message of hope."

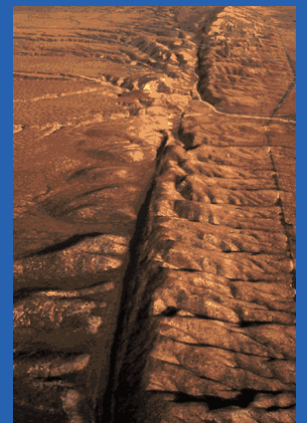


Many will equate the fear of the end of the Mayan calendar to the fears that came with the Y2K threat. Those that waited in fear of the 2000 New Year soon realized that the new year came and went without incident.

With no intended disrespect to other's religious views or beliefs on the subject, we at Be Ready Inc. firmly believe that regardless of what lies ahead for our planet, the safest strategy is one of preparation and not one of speculation involving total destruction.

What is real and certain? The southern portion of the San Andreas has not ruptured for over 320 years and has the highest probability of being the next earthquake at a 7.8 magnitude¹, potentially impacting 20 million people². The region of Seattle Washington is overdue for a megathrust 9.0 type earthquake³.

(cont. on page 2)





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Tornados and hurricanes are more frequent and more fierce than ever before. There are several locations throughout the United States that have the potential of a 9.0 magnitude earthquake. (See

the list on www.learntobeready.com). These threats are real and we should focus our energies and attention on getting ready for them.

Make 2012 a year of preparation and not one of fear.

¹Pat Abbott, Professor Emeritus, SDSU
²California Emergency Management Agency
³Washington State University

Simple 3-Step Approach to Getting Prepared

With over 20 years of experience at Be Ready Inc. when we are approached for the first time by someone taking their first steps in preparing for a disaster we are always asked the question - "How do I get started?" Whether you are a beginner or expert there are THREE simple, but vital steps to preparing for any disaster:

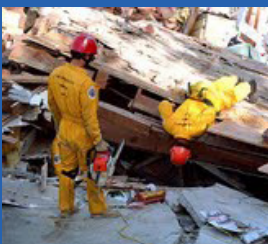
1. Become Educated
2. Develop a Plan
3. Implement your Plan

First - Become Educated. As we wrap up another college football season there is one thing that all coaches do to prepare for each week's games - they spend countless hours studying their opponents.

In disaster preparedness you need to know and understand your opponent (potential disasters) in your area. If you don't know what to expect, how can you adequately prepare? Ignorance is not bliss in the aftermath of an earthquake, tsunami, hurricane, or tornado. Unlike football,



where the lack of knowing your opponent can cost you the game, the lack of understanding your disaster threats can cost your life and the lives of your loved ones.



At Be Ready Inc. we have spent considerable time and effort putting together those tools that you need to become educated. We offer **free live seminars** in your community. If you know of a group (school, church, business, city, chamber of commerce, home owner's association, or other large group) that would be interested, **contact Chris Chauncey at 760-637-1229** to schedule a date and time.



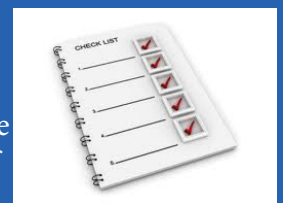
In addition we have developed a website devoted to educating you and your family. Go to: www.learntobeready.com. We offer free downloads, guides, planners, and training videos through our website. We have recently updated it with a lot of great new information, tools and videos. If you haven't visited for a while it is time to login again!

Last year we introduced a **webinar training series**. We have modified those going into 2012 and we now offer 20 minute topic specific webinars that you can watch in your homes and businesses. Interact with the instructor, the other attendees, and ask questions.

Last November we started our **Free Monthly Newsletter** - The BE READY BEACON.

Our primary goal is to help you become educated so that you are ready for any disaster!

Second - Develop a Plan. Sit down with your family, work associates, or neighbors and establish your disaster plan. The most effective tool for putting your plan into action is to run drills, and run them frequently. San Diego, and parts of Arizona and Mexico experienced a blackout a few months ago. Millions impacted by that blackout got their first taste of being without total power for 18 hours. A lot was learned from that experience. Running drills helps us learn how to be better prepared. We are offering an Emergency Plan in this newsletter issue in addition to a checklist. Both of these can also be found online at our www.learntobeready.com website.



Third - Implement your Plan. When do most people prepare for a disaster? AFTER it happens. And at that point it is too late. Don't put it off any longer. Develop your plan and put it into action TODAY!

Would you like \$50 FREE Be Ready product?



Submit a question to Eddie at Be Ready! All questions that are answered in the newsletter will receive a \$50 Be Ready Gift Certificate.



Dear Eddie at Be Ready:

This month's winner of a \$50 Be Ready Gift Certificate goes to:

Eric Miller

Eric's Question: "How much cash should you have at home in case of an emergency? I realize that a couple would be less than a family of 4, but is there any guideline that we can follow?"

How much money to have on hand depends on your level of preparedness. If you only need a few extras, you'll need less cash than others will. With a power outage credit cards, banks and ATMs will not be functioning, so cash will be essential.

Even with preparation, you will eventually have to make purchases, so store plenty of small bills (ones, fives) and quarters--the more the better! Vendors with any inventory left may not be able to--or willing to--give change, so you don't want to only have \$20's or \$50's to pay for one gallon of water. Quarters work in pay phones which may be still functioning when other phones are not.

The best gauge to determine what amount you should store comes from those that have been in similar emergency situations. Single people or couples will tell you that \$100 is definitely not enough. Most recommend at least \$300-500. For a family of 4 or more there are those that recommend \$1,000-1,500. Some will store it in their home safe, others in their 72-hour kits. The best recommendation is to keep your cash in a fireproof box, along with your other important documents.

Email your emergency preparedness questions to:
deareddie@bereadyinc.com

Be Ready Hawaii Store Set to Open February 1st, 2012



After much preparation, Be Ready Inc. expands its retail reach to include the Islands of Hawaii. The store is set to open on February 1st with a ribbon cutting ceremony that will take place at 10:00 am at its new location: Waipio Business Center, 94-1388 Moaniani Street, Suite 101, Waipahu, HI. Government officials, Emergency Agencies, local businesses, along with the general public have been invited to attend this event.

Al Cabacungan, owner of Be Ready Inc., is excited to see his long-time dream fulfilled, "It has been my desire for many years to help my native Hawaiians prepare for future disasters. It isn't just about providing supplies - it is about providing education and helping people get prepared."

For more information about the opening day, opportunities to attend training and expos, and what Be Ready Hawaii has to offer the islands, go to the new website: www.bereadyhawaii.com.

Friday, February 3rd 10:00-3:00 Be Ready Expo at BYU Hawaii



Meet product vendors, watch seminars and learn more about disaster preparedness. Sponsored by Be Ready Hawaii and BYU Hawaii. Go to: www.bereadyhawaii.com

Educational Programs Available through the University of Be Ready Inc.

2012 Be Ready Beacon Newsletter Topics



The focus of each issue of the 2012 Be Ready Beacon newsletters are:

- January** - Developing a Personal Emergency Plan
- February** - Preparing a Business Emergency Plan
- March** - Water Storage, Treatment & Filtration
- April** - Food Storage, Types of Foods & Rotation
- May** - What to do in the Event of a Power Outage
- June** - Without Power How to Prepare Foods
- July** - What to do When Communications are Down
- August** - Earthquake & Tsunami Preparedness
- September** - Tornado & Hurricane Preparedness
- October** - How to Prepare for an Evacuation
- November** - Wildfire and House Fire Preparation
- December** - Safeguarding Your Home & Family

Don't miss a single issue! Subscribe today either online at www.learntobeready.com, or by emailing info@learntobeready.com.

You can Help - Forward Ten



Go through your email or phone address book and find just **10 people** that you care about the most and forward them a copy of our newsletter.

Informing others Saves Lives!

We can do a live seminar for your Group

Call us to schedule a disaster preparedness seminar!

- Schools and PTA Groups
- Church Groups
- Businesses (Local and National Corporate)
- Home Associations
- Chambers of Commerce & Business Associations
- Expos, conventions, etc.

Contact Chris Chauncey at 760-637-1229.

LEARN TO BE READY



Seminars/Webinars Training Videos Support Material Links

To Book a Seminar Call: 760-637-1229

www.learntobeready.com

Our educational website is undergoing final changes and updates. Due to be completed by January 15th, you will find:

1. New 3-5 minute educational videos on all emergency preparedness topics. Use them in your family and business planning meetings.
2. Material for both Personal and Business Emergency Plans.
3. Downloadable PDF Planning Guides, educational material and checklists.
4. Links to important websites and emergency responder groups.
5. Live Webinars that include new shorter more specific topics (20 minutes in length).
6. Neighborhood planning packet with instructional videos (to be used in setting up, planning, and conducting important neighborhood emergency planning sessions).

Webinar Training Series

We have updated our webinar classes and have shortened them to 20 minutes in length. The topics include classes that are an overview of broader material, and more detail on specific areas of interest.

- **State of the art Visuals** - keeps your interest and easier to follow.
- **More topics** - Webinar classes include material on earthquake preparedness, hurricane preparedness, and more. You can learn about developing an overall emergency plan, to specifics about water or food storage.
- **These classes are interactive** - you can interact with both the instructor and others in the class.
- **These classes are free** - but you do need to register in advance. There is a limited attendance, so register early.

Go to: www.learntobeready.com/webinars for more information and to register.

Developing an Emergency Plan

Why have a Disaster Plan?

We never know when disaster will strike. A disaster can require a family to evacuate their home and place of work. Family members can be separated. You may be left without food, water, power, and shelter. How can you function without knowing exactly what you are supposed to do?

What is a Family Disaster Plan?

A Family Disaster Plan is a personalized action plan that lets each member of a household know what to do in particular disaster situations and how to be prepared in advance. A functional Family Disaster Plan helps alleviate fears about potential disasters, makes actual disaster situations less stressful, and saves precious time in the face of disasters. Involve your children (even the younger ones) in your discussions and planning. Letting them know what they are supposed to do in advance will help them cope and be able to act accordingly. Review your plan every 6 months with your family. Perform drills - whether they be fire, earthquake, or evacuation - and perform them often.

First, Find out what can happen to you.

Understand the threats that are posed in your area. Take advantage of the training offered by Be Ready Inc. and www.learntobeready.com. Know what you can expect and how you should react. For example - during an earthquake instead of running outside of the building everyone is supposed to drop, cover, and hold on. Our website (www.learntobeready.com) has videos that your family can watch that offer instruction that can be practiced. What do you need to do to prepare your house? Do you have pets? What do you need to do for them? Is anyone in your house disabled? Or do they require specific medical care? What are the evacuation routes in your house and in your neighborhood? If you have children in school, learn what their disaster plans are.

Make and complete a checklist.

Post a list of emergency numbers near your phone to call after a disaster (fire, police, ambulance, physician, etc). Make sure everyone in your household knows how to turn off the water and gas in your home. Make sure you have a wrench nearby that everyone can clearly see when the time comes. (Turn off your gas and utilities only if instructed to do so, or if a leak is detected). Check to make sure that you have adequate insurance.

Make sure you have working smoke, gas, and carbon monoxide alarms in your home.

According to The National Fire Prevention Association 70%, of home fire deaths resulted in homes that did not have smoke detectors. In addition to smoke and heat detectors one should have a carbon monoxide alarm at least on every floor, near sleeping areas. We also recommend a gas detector to detect leaks that would occur after an earthquake. If you have them hard-wired into your home electrical system make sure that they have backup battery power to insure they are working in the event of a power outage. As part of your regular annual review change the batteries in all of your detectors. (If you would like a review of your current alarm system contact Chris Chauncey at 760-637-1229.) Obtain and learn how to use fire extinguishers. Check annually to make sure they maintain their charge. Only acquire ABC type fire extinguishers. Place them in fire vulnerable areas - like kitchens, garages, and the area with the heater and water heater. We also recommend placing one in the master bedroom. With all alarms and extinguishers remember that cheapest does not insure quality.

Check your home for danger zones.

Look for large objects, glass items (like picture frames), chandeliers, and bookshelves that should be secured in the event of high wind disasters or earthquakes.

Prepare in advance for disaster.

Have a 72-hour emergency kit that can be easily reached in the need of evacuation. Stock emergency supplies in the event that a disaster that will leave you without food, water, and power. Store batteries, or consider Solar Powered alternatives. You need to consider light options, power for communications, cooking options and heating of water. You need to have a battery or solar powered battery in your 72-hour kit and/or some form of television. Know the stations in advance that provide disaster information. Keep important information in a fireproof box (insurance, drivers license, passport, birth certificates, etc.) **For more information go to www.learntobeready.com.**

From: Chris Chauncey, Seminar Presenter



Education, education, education! A little over a year ago I first started working on an educational presentation on earthquake and tsunami threats in southern California. I have met and spoken with scientists and seismologists, spoken to several government disaster agencies, and completed extensive research. The one thing that stands out most for me is how uniformed the public is about what will be the most likely outcome of a San Andreas Earthquake. As Californians we are far from being informed and prepared for what will take place.

Living in earthquake country we are used to earthquakes of all types and magnitudes. Many of us have survived a larger 6.0 or greater magnitude. The damage and the subsequent disruptions have been inconveniences for most.

But a San Andreas rupture that is anticipated to be a 7.8 that will rip through 220 miles of fault will impact over 20 million people and leave the entire region without water, food, and power for at least weeks if not up to 6 months or longer. What adds to the problem is that the major roads will be unusable, rail lines will be down, and most airports shut down. This is NO ORDINARY EARTHQUAKE. And the San Andreas has the highest probability of being California's next big earthquake.

To survive this we need to be educated, put together a disaster plan, and implement the steps to preparation. As the California Earthquake Authority has stated - it is the only way we can get through this.

California is known as Earthquake Country, but there are several locations throughout the United States that not only can expect an earthquake, but it will reach magnitudes of 9.0. Do you know if that includes you? Go to www.learntobeready.com to see if you are on the list!

We no longer have the luxury to procrastinate and live in ignorance. Make 2012 your year to learn and prepare!

Sign up for a training Webinar!

- 5 - Free Training Webinars Every Week
- Understand the threat of natural disasters
- Learn what to do to prepare for these threats

Register at: www.learntobeready.com/webinar



Be Ready Inc. welcomes Pono Cabacungan!

Joshua Kapon Cabacungan -- locals call him "Pono" -- will be heading the Be Ready Hawaii effort in Waipahu. His parents, Al and Erica Cabacungan, are the founders of Be Ready, Inc. in California, so Pono grew up helping in the family disaster preparedness business. As a business management/communications major, Pono has educated himself to run the Hawaii branch, as he sees the need for disaster supplies to be made available to the islands.

In his free time, Pono loves food, music, playing the ukulele having good fun with friends. But when it comes time for business, you'll find him to be a very valuable resource to help families and businesses prepare for the challenges that the future holds. Come on in and get to know him.



Adam "Koa" Cabacungan

As we approach another new year, with all its possibilities, and we reflect on the year past, what makes more sense than to add to your 2012 New Year's resolutions "be more prepared"? This past year we have seen extreme weather, and natural disasters all around us, blackouts, monetary and political crises. Becoming more self sufficient, preparing yourself and your loved ones-- these things don't have to be hard and overwhelming. You do not need to run out and pay thousands of dollars in one shot. Just do a little at a time. Manageable, measurable steps are the key to accomplishing any goal. Prioritize the things your family needs: water, food, power, shelter, first aid, other special needs. Have two types of emergency plans: one for - if you must stay home, and the other - if a situation requires you to be mobile. Does your family have emergency out-of-the-area contacts? Do you know what really needs to be in a 72-hour kit, and how to properly use everything in it? For more information on how to be prepared go to learntobeready.com, because when you are prepared there is no reason to fear.

If you are interested in helping others prepare and would like to set up an outlet to provide disaster supplies, contact Adam at 760-936-2300.



Words from the President: Al Cabacungan

In sharing my thoughts this month I would like to repeat a story you may have read before:

Years ago a farmer owned land along the Atlantic seacoast. He constantly advertised for hired hands. Most people were reluctant to work on farms along the Atlantic. They dreaded the awful storms that raged across the Atlantic, wreaking havoc on the buildings and crops.

As the farmer interviewed applicants for the job, he received a steady stream of refusals. Finally, a short, thin man, well past middle age, approached the farmer. "Are you a good farm hand?" the farmer asked him. "Well, I can sleep when the wind blows," answered the little man. Although puzzled by this answer, the farmer, desperate for help, hired him.

The little man worked well around the farm, busy from dawn to dusk, and the farmer felt satisfied with the man's work. Then one night the wind howled loudly in from offshore. Jumping out of bed, the farmer grabbed a lantern and rushed next door to the hired hand's sleeping quarters.

He shook the little man and yelled, "Get up! A storm is coming! Tie things down before they blow away!" The little man rolled over in bed and said firmly, "No sir. I told you, I can sleep when the wind blows."

Enraged by the response, the farmer was tempted to fire him on the spot. Instead, he hurried outside to prepare for the storm. To his amazement, he discovered that all of the haystacks had been covered with tarpaulins.

The cows were in the barn, the chickens were in the coops, and the doors were barred. The shutters were tightly secured. Everything was tied down. Nothing could blow away. The farmer then understood what his hired hand meant, so he returned to his bed to also sleep while the wind blew.

IF you have done what is necessary to prepare your home for the unexpected, you too can "sleep" when the winds of disaster strike. We often hear the quote, "When you are prepared you shall not fear". If you learn what to do and then act - when the alarms sound you can feel hope - knowing that you are ready for the storm.

Aloha, Al

Register for our FREE Monthly Newsletter

Logon to: www.bereadyinc.com

or send an email to:

support@bereadyinc.com



From: Erica Cabacungan

I've been chagrined lately to see the disaster preparedness foods that have been offered in some major retail chains in the past few months, because the people I see

buying them have no idea what they contain, how to use them or if they'll even enjoy eating them at all. I read the labels and see the amount of preservatives, additives, starchy fillers and salt in them and wonder if the customers are paying attention. It is a good thing to understand what we SHOULD be eating rather than just guessing.

A friend told me that when it comes to disaster preparedness, no one cares about taste or health. All that he thought matters is that you just have something--anything. But I have to heartily disagree. **Buyer Beware!** It definitely matters what you eat--and don't eat--if you are going to have the endurance and strength to last through a long difficult struggle. Before you buy a lot of something, sample the product. Read the label. Compare ingredients. You'll see that there is no beef in some beef stroganoff, nor chicken in chicken stew--only substitute fillers if anything. It's not all equal. Make sure you're getting fruits, vegetables and whole grains, not just starchy additives. It WILL make a difference!

I recently had two new reasons to really love freeze-dried foods. My 5-month-old granddaughter came to visit over Christmas, and I was able to make all of her baby food with THRIVE foods, knowing that she was getting much better nutrition than processed baby foods could offer her. I didn't have to stick an opened jar in the refrigerator for later use, and I could pick from a variety of healthy fruits and vegetables.

The second reason I love freeze-dried foods this month is because we have a customer undergoing jaw surgery. It will be a breeze for him to put whatever he likes into a blender to create a variety of soups, sauces, smoothies---whatever he feels like drinking through a straw--and to know he's getting top nutrition without fillers and additives.

And **one more thing to consider**--if you add **Aqua-Pail** water to freeze dried foods, the PH balance and added minerals make it even more beneficial. You just couldn't help but be healthy! If you haven't looked into the AquaPail or freeze-dried foods yet, you need to! (More in this issue on AquaPail and on our website)

Visit Erica's blog at:

www.learntobereadyblog.com

Upcoming Public Seminars

Join us at one of our upcoming January Seminars:

When: Tuesday, January 10th, 2012

Time: 5:00-6:00 pm

Where: Mission Branch Library
3861 Mission Avenue, Oceanside, CA
Public Welcome - No Charge for Event

When: Saturday, January 14th, 2012

Time: 3:00-4:00 pm

Where: Civic Center Library
330 N. Coast Hwy, Oceanside, CA
Public Welcome - No Charge for Event

Interested in having a disaster preparedness seminar for your group?



Contact Chris Chauncey at 760-637-1229 if you are interested in having a public or private seminar at your location. No charge for groups of 100 or more.

Confused at what you should select for short or long term food storage? Taste and learn about the difference at one of our Thrive Events.

THRIVE FOOD TASTE TESTING EVENTS

When: Saturday, January 7th, 3:00 pm

Saturday, January 21st, 10:00 am

Where: 602 Garrison Street, Ste 101
Oceanside, CA 92054

Cost: No Charge - but you must register in advance

Call: 800-800-7922

For more details: www.bereadyinc.com



What's NEW at Be Ready Inc?



AquaPail has a unique water treatment system that produces fast potable water that:

- Kills Microbial and viral pathogens to non-detection level
- Removes heavy metals, radiation, and toxins
- Environmentally-friendly / Non-polluting
- Fast-flowing / gravity fed
- Portable units for personal, family and community use

Check out more information at: www.bereadyinc.com



NOW AVAILABLE FOR PURCHASE:

Seychelle Radiation Removal Filtration Bottles and Replacement Filters. Perfect for your emergency kits. Filters can be exchanged with your existing 28 oz.

standard or advanced water filtration bottles.

For more information and to purchase go to:

www.bereadyinc.com/water



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