



Issue: 1

October, 2011

# THE BE READY BEACON

Cost: \$1.00



## October 20th - Great Shakeout scheduled

On Thursday, October 20th at 10:20 a.m.\* millions of people will participate in the 2011 Great California ShakeOut! In 2010, more than 7.9 million Californians practiced Drop, Cover, and Hold On to practice how they will protect themselves during earthquakes, and increased their overall preparedness. Join us in 2011!

For more information, or to register go to our educational website: [www.learntobeready.com](http://www.learntobeready.com) and follow the links on the home page.

Federal, state, and local emergency management experts and other official preparedness organizations all agree that “Drop, Cover, and Hold On” is the appropriate action to reduce injury and death during earthquakes. The ShakeOut is our opportunity to practice how to protect ourselves during earthquakes.

- **DROP** to the ground
- **Take COVER** by getting under a sturdy desk or table
- **HOLD ON** to it until the shaking stops



670 Garrison St, Ste 101  
Oceanside, CA 92054  
[www.bereadyinc.com](http://www.bereadyinc.com)  
800-800-7922

If there isn't a table or desk near you, drop to the ground in an inside corner of the building and cover your head and neck with your hands and arms. Do not try to run to another room just to get under a table.

We have a demonstration video on our website, along with more information on what to do or not to do during an earthquake. Go to our educational website:

[www.learntobeready.com/more-info/](http://www.learntobeready.com/more-info/)

## THRIVE TASTE TESTING EVENTS:

Food Taste Testing Event

When: Saturday, October 8, 3:00 pm

Saturday, October 22, 3:00 pm

Where: 602 Garrison Street, Ste 101

Oceanside, CA 92054

Cost: Free - but you must register in advance

Call: 800-800-7922

For more details: [www.bereadyinc.com](http://www.bereadyinc.com)



### From the desk of Chris Chauncey, Seminar Presenter

Channel 8 news just posted a story recently stating that there is an extreme high probability that we will experience an earthquake from the San Andreas in our lifetimes. To know how to prepare for it you need to understand what will happen from such an earthquake.

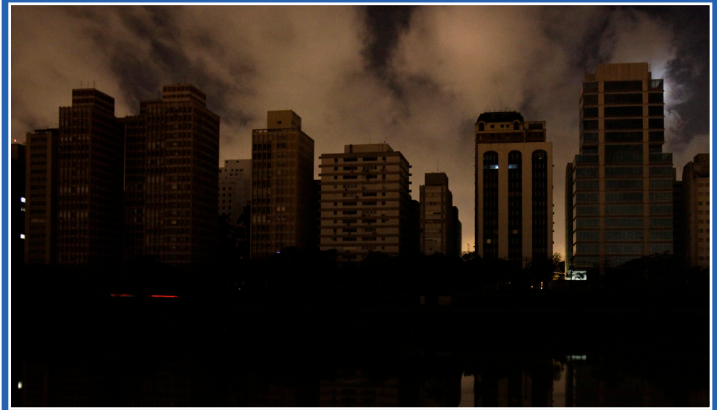
Our seminars are developed to give you that specific knowledge. We offer a one-hour seminar to the public at no charge. If you have a group that would be interested contact me at 760-637-1229 for details. Or go to our website:

[www.learntobeready.com](http://www.learntobeready.com)

### Sign up for a training Webinar!

- 5 Free Training Webinars Every Week
- Understand the threats in your area
- Know what to do to get ready

Register at: [www.learntobeready.com/webinar](http://www.learntobeready.com/webinar)



### Where were you when the lights went out?

On September 8th in the middle of the afternoon millions were left without power in California, Arizona and parts of Mexico. Though it remained off for only 8-10 hours for most - the outage served as a teacher on what we can expect after a large scale disaster.

What did we learn? Cash is gold when we need to buy something. Gas is not available from the pump. Cell phones lose their power very quickly. The water in our pipelines becomes contaminated. And it can get real dark when you don't have alternative sources of light!

### Tell us YOUR story

What were you doing and what did you learn from the blackout? We may post it in our next newsletter. Send it to:

[Chris@bereadyinc.com](mailto:Chris@bereadyinc.com)



The front of the Be Ready store on Garrison Street Thursday evening September 8th a few hours after the blackout.

People driving by the store in total darkness stopping to pick up solar power lanterns and radios.





**Words from:  
President, Al Cabacungan:**

Human nature is a funny thing. When do we purchase an alarm system? After we are robbed, right? When do we fix our roof? After the roof is leaking. And when do you think most people get ready for a disaster? Correct - after the fact.

I have been in the emergency preparedness business for over 20 years. We are always busiest right after a disaster. The recent blackout was no exception. We sold out of our solar powered lights and radios after setting up a table outside.

The threats posed in today's world, and especially here in Southern California no longer offer us a luxury to put off our readiness. We need to get back to the basics and build a plan and establish a supply of water, food, and power that can get us through a large disaster. I have committed a great deal of time and resources this year to educate people on what they need to do. We have a new educational website: [www.learntobeready.com](http://www.learntobeready.com). We are doing extensive seminars and webinars. We have a blog, a twitter account, and now this newsletter. I am committed to giving you the same knowledge that I have developed in over 20 years.

**Now you need to do your part.** Become educated, take the necessary steps to prepare, and share this message with those that you care about: Family, friends, neighbors, work associates, and others.

Aloha,  
Al

**Register for our FREE Monthly Newsletter**  
**Logon to: [www.bereadyinc.com](http://www.bereadyinc.com) or send an email to [support@bereadyinc.com](mailto:support@bereadyinc.com)**



**From Erica Cabacungan:**

With the alarming escalation of worldwide disasters, I have been approached by hundreds of customers at Be Ready, Inc. to help them learn about disaster preparedness. After being in business for over 20 years, I am in a unique position to help answer questions about food storage, water storage, 72-hour kits, preparedness items and current products. I have seen through the years what works and what doesn't, what is dependable and what isn't, what is practical and what is unnecessary. I have begun our blog as a way to help those who are willing and ready to help themselves be self-sufficient. In the event of a disaster, you need to be prepared to be self-sufficient for at least a month. Whether you are a beginner or fairly experienced, I hope you will find intelligent help to move forward with this information. Visit Erica's blog at: [www.learntobereadyblog.com](http://www.learntobereadyblog.com)



**Dear Eddie at  
Be Ready:**

Eddie is our resident expert on disaster preparedness. We invite you to send in your questions and every month we will select 2-3 questions to answer and we might feature your question on the website [www.bereadyinc.com](http://www.bereadyinc.com) also. Questions on preparedness, food or water storage, emergency kits, developing a disaster plan, alternative sources of power, etc. You name it! If it is about Disaster Preparedness Eddie guarantees that he will have an answer for you.

Start sending in your questions today! Eddie will begin answering them in our November issue. Email your questions to:

**[deareddie@bereadyinc.com](mailto:deareddie@bereadyinc.com)**



## Adam Cabacungan, Be Ready's power authority

Nothing like a good power outage to get people thinking about what one needs to cook, heat water, power up a computer or cell phone, and provide light

throughout the household. (Very few are ready for a largescale power outage).

There are a few things that we have relied on in the past to get us through those powerless moments; such as batteries, candles, propane tanks and grills, and generators.

The problems associated with these choices, especially in a long term power outage, are:

1. **Batteries will last about 20 hours** and then they need to be replaced.
2. In a disaster, **batteries are the FIRST thing to sell out** in a store. Not a solution for a long term outage.
3. **Propane cannot be stored long term** - it converts to kerosene after 6 months.
4. **Generators are loud** and only work when running. For a long term outage **one needs to have large supplies of gasoline on hand**. Just like propane, gas will convert to kerosene after 6 months of storage.

**Solution:** Consider Solar Power as a solution to all of these problems. Small and portable, you can now find lanterns, radios, cell phone chargers, and solar powered batteries. For more details go to our website:

[www.bereadyinc.com/power](http://www.bereadyinc.com/power)

## Be Ready October Specials

Humless Sentinel Portable  
Solar Power Generator



Humless Sentinel  
+  
Solar Panel Kit  
= over \$165 in savings



Buy any 3 of the SolaDyne solar powered products  
in ANY combination



and receive a portable Wind'n Go Emergency  
Pocket Lite for FREE



The Pocket Lite packs easily in a purse, backpack, or pocket and is great for personal safety in dark areas. Take camping or store away for power emergencies. With just a few cranks of the handle, you will have light when you need it!

Go to: [www.bereadyinc.com/power](http://www.bereadyinc.com/power)

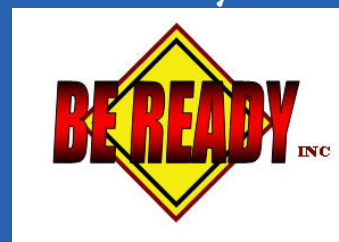
Come visit us at our store!



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Visit our Website:

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