

## **PRESS RELEASE**

# **Hurricane Charley Tests Caterease Readiness**

For Immediate Release  
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### **Naples, Florida –**

Late Friday afternoon, Southwest Florida experienced a rare occurrence – a direct hit from a hurricane. While hurricanes in the Gulf of Mexico are quite common, Southwest Florida – and Naples, in particular – are very insulated from most hurricanes' paths.

“Naples is tucked into the lower left corner of the state,” explains George Kopriva, Director of Operations at Caterease Software – whose main office is in Naples. “Since hurricanes mostly begin southeast of us, they would have to travel northwest to get into the Gulf, and then basically do a U-turn to hit us head on.”

That explains why the Naples area has not been hit full-force by a hurricane in 40-plus years, since Hurricane Donna in 1960.

“Charley was a rare occurrence,” says Kopriva. “that started heading up the Gulf and took a slight right (or Easterly) track. Still, the turn was not sharp enough to hit Naples directly – although we did have a lot of fallen trees and loss of electrical power.”

Despite the small likelihood of catastrophic events in Naples, Caterease takes many precautions to make sure its customers remain well-served. “We have redundant systems in place,” says Kopriva. “Our power is divided between two different grids in the hopes that one will remain on. Our phone service has an optional forwarding system whereby calls can be rerouted to other land lines or even cell phones. And, of course, email is accessible from anywhere as long as electricity can be obtained.”

In addition, the company maintains backups of its customer database in several different locations throughout the city. “In the unlikely event that our office becomes inaccessible, we could easily retrieve our entire database in just a few hours,” notes Kopriva. “As you can see, we've taken every precaution to be sure that any inconvenience to our customers is minimal, if it occurs at all.”

Every geographical area of the country comes with its natural hazards, Kopriva reminds us. “The Northeast has debilitating blizzards, the Midwest has tornadoes and the West Coast has earthquakes. Perhaps the only good thing that can be said about a hurricane is that it gives you plenty of advanced warning, and allows companies with a nationwide or worldwide customer base to ensure those customers are provided for.”

While meteorological evidence suggests that a Naples location does not make a company any more vulnerable than L.A., Kansas or New England, Caterease prides itself taking

nothing for granted. “There are customers worldwide who depend on us,” Kopriva acknowledges. “We owe it to them to always be prepared.”

### **About Caterease Software**

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website [www.caterease.com](http://www.caterease.com) or call 800.863.1616 for more information.

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