



Free Hurricane Webinar Features Gen. Honoré

JULY 8, 2009

FOR IMMEDIATE RELEASE

ROSWELL, Ga. – To combat persistent U.S. disaster denial, especially in hurricane-prone regions, Firestorm Solutions, LLC will present a free hour-long preparedness webinar July 13 at 3 p.m. EDT.

This vital informational webinar, entitled “Natural Disasters: Are You Ready?” will be hosted by Firestorm COO James W. Satterfield and feature Lt. Gen. Russel L. Honoré (U.S. Army, ret.), widely hailed for restoring direction and effectiveness to the Hurricane Katrina relief effort, and Ed Schipul, president/CEO of Schipul - The Web Marketing Company and an expert in communications and disseminating accurate information during a disaster.

Honoré, a Firestorm Expert Council member, is devoting his post-military career to rebuilding a “Culture of Preparedness” in the U.S. and serves as a disaster preparedness consultant for CNN. He cites a lack of awareness of the responsibility to prepare at the individual, family, company and community levels.

“The government entities are doing better; federal, state and local officials are more sensitive to issues like evacuations since Katrina, but we have not made the same progress in personal preparedness,” Honoré said. “We need to regain the same attitude our forefathers had: The best first responder is you in your home.”

According to a Mason-Dixon poll released in May, two-thirds of residents in Florida and other coastal states say they feel no threat from storms. More than half say they would not evacuate in the face of a major storm unless ordered to do so. Some other findings from the poll:

- 83 percent of respondents have taken no steps to make their homes stronger.
- 55 percent have no family disaster plan;
- 13 percent said they would not evacuate even if ordered to do so.

Topics to be covered in the webinar include basic disaster preparedness such as overcoming denial, developing a plan for your business and family, and stockpiling crucial shelter-in-place supplies and a “go bag” for evacuation. Gen. Honoré will also convey personal insights and lessons learned from Katrina.

Registration is at www.predictplanperform.com and is limited to the first 1,000 participants.

Firestorm (www.firestorm.com) is a national leader in business continuity, disaster preparedness, risk mitigation and crisis management. In addition to Gen. Honoré, its Expert Council includes former U.S. Surgeons General C. Everett Koop and David Satcher, along with leaders in disaster planning, evacuations and crisis communications.

Satterfield can be reached at jsatterfield@firestorm.com or 1-800-321-2219 ext. 211. Media inquiries can be made to Mike Pennetti at mpennetti@firestorm.com or 678-557-9243.