



## Former Coke Exec to Lead Firestorm Franchising

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FOR IMMEDIATE RELEASE

ROSWELL, Ga. – Longtime Coca-Cola Company executive R. Hutchins Hodgson Jr. has been named Executive Vice President of Firestorm Franchising LLC.

Hodgson will oversee franchising for Roswell-based Firestorm, the nation's leader in business continuity, vulnerability analysis, risk mitigation and crisis management. Major engagements include providing the on-site crisis management support at Virginia Tech, and pandemic planning for a top-10 national retail chain.



**Hodgson**

Firestorm announced last week the availability of franchises in 31 states, including Georgia.

"We are extremely fortunate to have 'Hutch' leading our franchising efforts. His experience and integrity make him the ideal person to carry our message of preparedness," Firestorm President/COO James W. Satterfield said. "The need for economic recovery is matched only by the need to rebuild our level of preparedness in the private sector, which controls 85 percent of our infrastructure. As the 9/11 Commission Report stated: Preparedness is not a luxury, it is a cost of doing business."

In addition to his 24-year career with Coca-Cola in various international marketing management positions, Hodgson was CEO and president of Heavenly Ham, helping develop the company into 216 franchised stores by 2002.

"Jim Satterfield and I quickly realized that the best and most efficient way to make Firestorm available in many different communities rapidly was to franchise the tremendous expertise and knowledge bank created by Firestorm," Hodgson said. "This would put more Firestorm people in more places and help more companies get their plans and people ready."

Other significant drivers for the business continuity planning and consulting industry include the increase in natural disasters related to climate change; imminent public health threats such as the pandemic flu; and the Congressional mandate that the Department of Homeland Security and FEMA establish a certification program for Business Continuity Plans in the private sector (Public Law 110-53, Title IX).

For more information and a complete list of the states in which franchises are currently available, visit [www.firestorm.com](http://www.firestorm.com). Media inquiries should be directed to Mike Pennetti at 678-557-9243 or [mpennetti@firestorm.com](mailto:mpennetti@firestorm.com).

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