



Franchisee Brings Security Background to Business

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ROSWELL, Ga. – With an extensive background in the military, law enforcement operations, facilities management and private security, Scott Watkowski is accustomed to dealing with serious threats. As the latest Firestorm franchisee, he will be helping businesses plan and prepare for the potential disasters that threaten their survival.

Watkowski, of northern New Jersey, is a certified Personal Protection Specialist and supervisor for Special Events and VIP details for the International Protection Group in New York. As Vice President of Facilities for Valley National Bank in New Jersey (2000-06) he oversaw risk and facility management, physical security, disaster recovery and emergency response.

Firestorm is a national leader in business continuity, communicable illness/pandemic planning, vulnerability analysis and crisis management. Franchisees utilize all capabilities of Firestorm -- which provided the on-site crisis management support at Virginia Tech -- including its name and trademark; operational methodology including plans, policies, procedures and training; and access to its staff, Expert Council and Online Resource Center.

"I can pull from my experience of what can happen to a business -- the imminent threats facing the private sector -- and Firestorm's intellectual capital and resources to put together the most effective plans for our clients," said Watkowski, a member of the New Jersey chapter of InfraGard, an information-sharing group between the FBI and the private sector dedicated to preventing hostile acts against the United States.

"The challenges organizations are facing are changing rapidly, so the need to identify vulnerabilities and properly prepare has never been more essential to survival."

The implementation of Public Law 110-53 (Title IX-Private Sector Preparedness), which mandates the Department of Homeland Security initiate certification of business continuity planning in the private sector, creates wide-ranging opportunity for the BCP industry. Other significant drivers include the global health crisis presented by the swine flu (H1N1) pandemic and other communicable illnesses; the worldwide economic crisis; the increase in natural disasters related to climate change; and elevated exposure to mass violence threats nationally and internationally.

"Scott's extensive background in proactively addressing real-world threats makes him the ideal Firestorm franchisee," said Firestorm Executive Vice President Hutch Hodgson. "He brings the kind of insight that organizations need to ensure their resiliency and continued viability."

Watkowski's franchise will operate out of Parsippany, N.J. He can be reached at swatkowski@firestorm.com or (973) 460-3137. For more information and a complete list of the states in which franchises are currently available, visit www.firestorm.com. To obtain a copy of the Firestorm Franchise Disclosure Document, contact Hodgson at (770) 643-1114 or hhodgson@firestorm.com. Media inquiries should be directed to Mike Pennetti at mpennetti@firestorm.com or (678) 557-9243.