



Latest Franchisee Sees Dual Opportunities

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ROSWELL, Ga. – Facing an inquiry from a customer regarding 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, Chad White decided to learn more.

As CEO of Alabama-based JKM Manufacturing, a provider of precision and sophisticated products for the defense, communications and aerospace industries, White thought he could give his company a competitive advantage by implementing a comprehensive business continuity plan, and that the resiliency would make his company a better supplier for major Department of Defense contractors. JKM builds products used on 23 major platforms such as guided missiles, military aircraft, flight simulators, helicopters, tanks, industrial robots and sonar test equipment.

White called Firestorm Executive Vice President Hutch Hodgson to inquire about becoming a Firestorm business continuity planning and consulting franchisee. After the due diligence process, White was awarded a Firestorm franchise.

Being prepared “will be a strategic advantage to separate JKM from its competitors. Having a disaster plan in place will make JKM a more reliable supplier to our customers,” said White, who, as a Firestorm franchisee, can now also provide business continuity planning and consulting services to thousands of other government contractors faced with Title IX requirements.

Other significant drivers for the business continuity planning and consulting industry include the imminent 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.

“With his extensive business background, Chad can see the big picture of preparedness,” Hodgson said. “He fits the profile of the ideal Firestorm franchisee.”

White’s franchise will operate out of Atlanta. He can be reached at cwhite@firestorm.com or (404) 386-0428.

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.

For more information, 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.