



Latest franchisee brings financial risk perspective

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ROSWELL, Ga. – With more than 25 years experience in managing risk from production, supply chain and financial standpoints, Blair Neville has seen the scope of vulnerabilities that can threaten businesses.

With Hewlett-Packard in the late 1980s, Neville was integral in process engineering and supply chain management in the enterprise software space. He moved into financial asset management with Chrysler Systems in the mid-90s and focused on exposures such as asset obsolescence and failure in multimillion-dollar computer and production systems.

“Most people on the financial side don’t have a production background,” said Neville, whose education is in industrial engineering. “You need the ability to look at risk management from a financial perspective.”

As the latest Firestorm franchisee -- the company’s seventh awarded since launching franchising in April -- Neville’s experience and vision will now serve the company’s consulting clients.

Firestorm (www.firestorm.com) 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.

After learning of the opportunity through a Business Alliance Inc. broker and completing the due diligence process, Neville was awarded his franchise earlier this month. He said he chose Firestorm because “its products and solutions provide a significant value-add to clients in protecting their assets, revenues, and most importantly, their people.”

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.

“Blair’s extensive and diverse business background and analytical skills are ideal qualities we seek in franchisees,” Firestorm Executive Vice President Hutch Hodgson said. “We are gratified he used those skills to analyze and appreciate the opportunity Firestorm franchises present.”

Neville’s Firestorm franchise will operate out of Ridgewood, N.J. He can be reached at (862) 579-8626 or bneville@firestorm.com.

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.