

## **Businesses Were Able to Better Weather the Latest Winter Storm with the Swinden Group**

*Severe Weather Advisories by the Swinden Group are critical in being better prepared for business impacting severe weather.*

January 29, 2009 (FPRC) -- More than one million businesses and homes remained without power Thursday; scores of businesses and schools were closed on Wednesday and approximately two dozen deaths were attributed to a massive winter storm that pummeled the nation from Texas to Maine. On Sunday of this week, the Swinden Group, through their Severe Weather Advisories, was advising their clients of the approaching storm and to prepare for a "high impact" severe weather event that would affect businesses from Texas to New England.

Severe Weather Advisories, produced by The Swinden Group, has been assisting businesses and Fortune 500 Companies to stay ahead of Mother Nature's wrath by providing a daily severe weather briefing that highlights the "hot spots" in terms of severe weather not only in the United States, but around the globe. Companies such as Ferguson Enterprises, McKesson, Hyatt International, and Cardinal Health all subscribe to The Swinden Group's Severe Weather Advisories to better prepare for business impacting severe weather events.

"This last Sunday, the National Weather Service began issuing Winter Storm Watches," says Matthew Swinden, President of The Swinden Group. "In our daily advisory, we advised our clients of the upcoming winter and ice storm and to be ready for widespread power outages, impossible travel conditions, and to expect business and school closings. Our clients then took that information so that they could manage the weather event by enacting their Crisis Management protocols, staffing for the storm, or closing down operations all together."

The more advanced warning, the better.

Knowing that a storm or destructive weather event will occur is critical not only to Crisis Management but also to the business or pleasure traveler. The more advanced warning, the better. With the information provided by the Swinden Group, organizations and even travelers can prepare for the weather event by making business decisions about whether to keep a plant open or delay a business trip.

"Severe Weather Advisories helped us prepare for the coming storm. The information arrived earlier and was in a more concise presentation which allowed me to quickly compare with local weather information and make decisions," explains one Fortune 500 client of the Swinden Groups. "The regional aspect of the reporting is also very helpful to us as a global company in that we have numerous people traveling through airport and other transit hubs around the world. The Swinden Group's data helps in determining how weather will affect our business in those regions."

“The Severe Weather Advisories are transmitted to subscribers via email”, says Swinden. “Since most travelers have their emails forwarded to their cell phones, they are always kept ahead of the storm.”

The Swinden Group, founded in 2007, provides Fortune 500 companies and organizations security, investigations, and risk management services worldwide. Severe Weather Advisories are provided to corporations and business travelers in order for them to prepare for travel or business impacting weather events.

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