



**E. J. OURSO COLLEGE OF BUSINESS**

**FOR IMMEDIATE RELEASE**

**May 11, 2009**

## **LBTC, SDMI, Taylor Porter Preparing Businesses for Disasters**

**BATON ROUGE** – Two LSU E. J. Ourso College of Business entities, the Louisiana Business & Technology Center and the Stephenson Disaster Management Institute, and Taylor Porter Attorneys at Law, are combining forces to present a conference titled “Preparing Your Business for a Disaster.” The conference is scheduled to take place Wednesday, May 27, 2009 and will be held at the Crown Plaza, located at 4728 Constitution Avenue, from 8 a.m.-4 p.m.

“Emergency plans improve the likelihood that companies will survive and recover from a disaster,” said SMDI Interim Executive Director Thomas Anderson. “They not only protect the investment someone has placed in their company, they also support a company’s employees, customers and the local economy. Obviously, in Louisiana, our biggest concern is hurricane season, and we are less than a month away from the start of the season.”

The conference will focus on a variety of topics for businesses, including legal issues, supply chain management, state & local government recommendations and creating a plan to be enacted in the event a disaster does occur. Lieutenant General Russel Honoré (U.S. Army, retired), who led Task Force Katrina during the aftermath of that storm’s destruction upon the Gulf Coast in fall 2005, will serve as the conference’s keynote speaker.

“This is a man who literally had his boots on the ground in the middle of our nation’s worst natural disaster ever,” said LBTC Executive Director Charles D’Agostino. “The insight he can impart from that event and his more than 37 years of service to our country is immeasurable.”

Honoré is a senior scientist with The Gallup Organization, where he is working on developing questions to determine levels of preparedness. He is also a CNN Preparedness Contributor.

For more information about the event, or to register online, visit <https://www.regonline.com/prepare>. The registration fee for the conference is \$75. An early registration discount of \$15 will be offered for registration prior to May 13, 2009. A continental breakfast and lunch are included with the registration fee.

The Louisiana Business & Technology Center, an integral part of LSU’s E. J. Ourso College of Business’ Stephenson Entrepreneurship Institute, endeavors to enhance economic development in Louisiana through the support of existing small businesses and the development of new businesses. Established in 1988, the LBTC’s highly successful business incubator program has been honored as the National Business Incubator Association’s Incubator of the Year. For more information about LBTC, visit [www.bus.lsu.edu/lbtc](http://www.bus.lsu.edu/lbtc) or call 225-5878-7555.

The Stephenson Disaster Management Institute, an integral part of LSU's E. J. Ourso College of Business, was established to help save the lives of people and animals by continuously improving disaster response management through research and education. Vision and a generous donation by LSU alumni Emmet and Toni Stephenson were responsible for the creation of the institute in 2007. For more information about SDMI, visit [www.bus.lsu.edu/sdmi](http://www.bus.lsu.edu/sdmi) or call 225-578-0238.

As one of Louisiana's oldest and largest law firms, Taylor Porter has highly skilled attorneys practicing in all areas of corporate and business law, complex litigation, environmental law, labor and employment, and insurance law. From its Baton Rouge office, which was established in 1912, more than 70 attorneys and an equally large professional staff serve the interests of local, regional, national and international clients across a variety of industries.

For more information regarding this event, contact Jennifer Fowler at 225-578-7127.

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