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## **COLD STORAGE INDUSTRY LEADERS FORM PRW CRISIS MANAGEMENT ADVISORY GROUP**

Washington, DC – Strengthening the capacity of cold storage companies to rapidly and effectively respond to serious and unpredictable crises such as fires, floods, roof and rack collapses, power failures, forklift accidents, ammonia leaks and even a runaway train is the primary objective behind the formation of the PRW Crisis Management Advisory Group.

A team of six senior managers from nationally recognized cold storage warehouses wants to immediately sound the alarm throughout the public refrigerated warehouse industry that “being prepared is not an accident” and encourage their colleagues to take an immediate and active management role in the crisis management education and training of their facility teams. “Every company and every facility in our industry must be prepared for the unthinkable,” said Darryl Kawano of Unicold Cold Storage in Hawaii. “We hold millions of pounds of product in nearly every facility. While catastrophic events are rare they still happen. To not be prepared is to put your people and company at risk.”

The new PRW Crisis Management Advisory Group is composed of Darryl Kawano of Unicold Cold Storage (HI), Frank Breen of Seafreeze Cold Storage (WA), Doug Thomas of Bellingham Cold Storage (WA), Bonnie Geise of SCS Refrigerated Services (WA), Mike McClendon of Richmond Cold Storage (VA), and Ken Johnson of Merchant’s Terminal (MD) – all highly respected industry leaders with long and distinguished track records in the cold storage refrigeration warehouse business. Longtime industry veteran Benjamin Milk, retired IARW vice president, serves as counselor to the advisory group.

The advisory group works closely with The Communications Workshop, LLC which presents the *Coping With Crisis 101-Managing a PRW Disaster* training course. Each of the advisory group companies put their professional teams through this unique training course specially designed for cold storage warehouse facilities and encourage their industry colleagues to do the same. “CWC101 is a must for every PRW,” said

Mike McClendon of Richmond Cold Storage. Doug Thomas of Bellingham Cold Storage called the training program “simply outstanding” and said it was ideal training for companies developing a crisis management plan from scratch or updating an existing plan.

Bonnie Geise of SCS Refrigerated Services said she was disappointed that more PRWs across the country had not taken the steps to be prepared and encouraged the training course for headquarters staff and personnel at each facility. “Leaders in our industry have to understand just how valuable this kind of training and preparedness is. And, it’s not a matter of just a few people being trained and prepared. Everyone top to bottom in an organization and at each facility needs to know and practice their assignments and responsibilities,” she said.

Working hand in hand with PRW leaders and the senior management of the International Association of Refrigerated Warehouses (IARW), Steve Bassett, chairman & CEO of The Communications Workshop, LLC, designed the PRW training program to ensure that cold storage warehouses are fully prepared to handle an array of emergency situations. Bassett is a NTSB-trained aviation accident investigator and crisis management/communications professional. He has worked with numerous companies in the food and aviation industries and authored the rewrite of the IARW Crisis Management Manual. Besides presenting this full-day training program, Bassett works with companies to help facilitate crisis plan development and on-site training exercises.

Ken Johnson of Merchant’s Terminal said “The survival of any established company depends on being well prepared” adding emphatically that when a crisis happens is not the time to try and figure out what to do. “If we as an industry are going to continue to grow and provide exceptional warehouse and logistical services to our clients, it is incumbent upon each of us no matter how large or small our operations to have a crisis management plan in place and our people well trained,” said Frank Breen of Seafreeze Cold Storage.

The PRW Crisis Management Advisory Group held its organization meeting in late June and will meet again at the IARW Assembly of Committee Meetings in July in Washington, DC.

For more information on the CWC101 training program and PRW Crisis Management Advisory Group, go to [www.thecommunicationsworkshop.com](http://www.thecommunicationsworkshop.com) or contact The Communications Workshop, LLC at (301) 483-0158.

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