

The Swinden Group Helps Business Travelers Stay Ahead of the Storm

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EVERGREEN, Co — December 4, 2008 — November 30th marked the end of the 2008 Atlantic Hurricane Season in which a number of storms wreaked havoc throughout the Caribbean. For the business and pleasure travelers visiting the region, the hurricane season could not end soon enough as many experienced ruined vacations, cancelled itineraries, lost time and money. However hurricanes alone do not account for the traveler's headaches - ice storms, blizzards, floods, and widespread severe thunderstorms all contribute to a traveler's risk when dealing with Mother Nature.

Severe Weather Advisories, produced by The Swinden Group, have been assisting the business traveler 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 McKesson, Hyatt International, and Cardinal Health all subscribe to The Swinden Group's Severe Weather Advisories to better manage their business traveler's itineraries and to avoid travel impacting events, such as a tropical cyclone battering Taiwan or a blizzard paralyzing the East Coast of the US.

"What started out as a product geared towards the business continuity and risk managers of Fortune 500 Companies, has now expanded into the corporate travel and corporate aviation departments of those same companies," says Matthew Swinden, President of The Swinden Group.

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. The traveler can prepare for the event either by making alternate travel arrangements or by evacuating from a region that is about to be pummeled by a hurricane. The corporate travel manager and/or the business road warrior can then make an informed decision about their business trip and make alternate travel arrangements.

"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."

Matthew Swinden founded The Swinden Group in 2007 to provide corporations security, investigations, and risk management services worldwide.

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